

UNIT 5 - LESSON 6 - HOMEWORK

LISTENING

Audio F    **1.27** **1.15** **LISTEN FOR MAIN IDEAS** Read the statements below. Then listen to the conversation. Check [✓] two statements that best summarize what the students will include in their presentation.

In their presentation, the students will include

- an explanation of supply and demand in the market.
- a profile of the companies in the market.
- a prediction about the future of the market.
- a description of the secondary market.
- an explanation of how to buy and sell high-end sneakers.

Audio G    **1.28** **LISTEN FOR DETAILS** Listen to segment 1 of the student conversation. As you listen, complete the notes.

THE HIGH-END SNEAKER MARKET		
	PRIMARY MARKET	SECONDARY MARKET
Value of the market	\$42 billion 1 per year	3 per year
How and where the market operates	People wait at stores for 2 to buy new styles.	Sneakerheads buy most of these shoes 4 and pay up to 5 the original price.

Audio H    **1.29** **LISTEN FOR DETAILS** Listen to segment 2 of the student conversation. Choose the best word or phrase to complete each statement.

- One reason that high-end sneakers are popular is their connection to b.
 - politicians
 - young people
 - movie stars
 - athletes
- One sneakerhead has over pairs of sneakers.
 - 300
 - 2,000
 - 3,000
 - 30,000

3. A portfolio lists the _____ of stocks or other things that you own.

- a. profit
- b. location
- c. value
- d. sales

4. According to the quote the student mentions, your sneakers can show your _____.

- a. daily routine
- b. personality
- c. wealth
- d. age

READING 1

This magazine feature article traces the history of the first indoor shopping mall and its designer.

The Terrazzo¹ Jungle

Shopping malls are symbols of suburban life in the United States. The idea for this most American of architectural landmarks, however, came from a European immigrant, Victor Gruen.

Victor Gruen grew up in Vienna, Austria, studying architecture at the Vienna Academy of Fine Arts, the same school that had previously turned down a fledgling artist named Adolf Hitler. At night, Gruen performed theater in smoke-filled cafes around the city. When Hitler's Nazis invaded Austria in 1938, Gruen decided to emigrate. One of his theater friends—posing as an officer in a Nazi uniform—drove Gruen and his wife to the airport. They took the first plane they could catch to Zurich, Switzerland, made their way to England, and then obtained passage on a ship bound for New York. They landed in the United States, as Gruen later remembered, “with an architect’s degree, eight dollars, and no English.”

One day, Gruen went for a walk in midtown Manhattan and ran into an old friend from Vienna who wanted to open a leather-goods boutique on Fifth Avenue. Gruen agreed to design it, and the result was a revolutionary storefront, with a kind of mini-arcade in the entranceway: six exquisite glass cases, spotlights, and faux² marble, with green corrugated glass on the ceiling. It was a “customer trap.” This was a brand-new idea in American retail design, particularly on Fifth Avenue, where all the storefronts were facing the street. The critics raved³.

Gruen designed Ciro’s on Fifth Avenue, Steckler’s on Broadway, Paris Decorators on the Bronx Concourse, and eleven branches of the California clothing chain Grayson’s. In the early 1950s, he designed an outdoor shopping center called Northland, outside Detroit, Michigan. It



An example of “customer trap” design

covered one hundred and sixty-three acres and had nearly ten thousand parking spaces. This was little more than a decade and a half since he had stepped off the boat. When Gruen watched the bulldozers break ground, he turned to his partner and said, “We’ve got a lot of nerve.”

Gruen’s most famous creation was his next project, in the town of Edina, just outside Minneapolis, Minnesota. It was called Southdale Mall. Until then, most shopping centers had been what architects like to call “extroverted,” meaning that store windows and entrances faced both the parking area and the interior pedestrian walkways. Southdale was “introverted”—the exterior walls were blank, and all the activity was focused on the inside. Suburban shopping centers had always been in the open, with stores connected by outdoor passageways. Gruen had the radical idea of putting the whole complex under one roof, with air-conditioning in the summer and heating in the winter.

Work on Southdale began in 1954. It cost twenty million dollars and took two years to construct. It had seventy-two stores and two anchor department stores, Donaldson’s on one end and Dayton’s on the other.

¹ terrazzo: a flooring material made of marble and used indoors, often in large public spaces

² faux: imitation

³ rave: praise something highly



Southdale, completed in 1956, was the first modern shopping mall.

65 Almost every other major shopping center was on a single level, which made for long walks. Gruen's **approach** was to put stores on two levels, connected by escalators and fed by two-tiered parking. In the middle, he put a kind of
70 town square: a "garden court" under a skylight, with a fishpond, enormous sculpted trees, a twenty-one-foot cage filled with brightly colored birds, balconies with hanging plants, and a cafe.

75 The result was a sensation. Journalists from all of the country's top **publications** came for Southdale's opening. "The Splashiest Center in the U. S.," wrote one magazine. "A pleasure dome with parking," cheered another. One journalist announced that overnight Southdale
80 had become an integral "part of the American Way." It **simulated** a magnetic urban downtown area in the middle of suburbia: the variety, the individuality, the lights, the color, and the crowds. This downtown essence was **enhanced**
85 by all kinds of things that ought to be there if downtown areas weren't so noisy and dirty and chaotic, such as sidewalk cafes, art, islands of planting, and pretty paving. Other shopping centers, however pleasant, seemed provincial⁴

90 in contrast with the real thing, the city's downtown. In Minneapolis, however, it was the downtown that appeared small and provincial in contrast to Southdale's metropolitan character.

95 One person who wasn't dazzled by Gruen's **concept** was the famous architect Frank Lloyd Wright. "What is this, a railroad station or a bus station?" he asked, when he came for a tour of Southdale. "You've got a garden court that has all the evils of the village street and none of its
100 charm." No one listened to Frank Lloyd Wright. When it came to malls, it was only Victor Gruen's vision that mattered.

Southdale Mall still exists—a big concrete box in a sea of parking. The anchor tenants
105 are now J. C. Penney and Marshall Field's, and there is just about every other chain store that you've ever seen in a mall. It does not seem like a historic building, which is precisely why it is one. Fifty years ago, Victor Gruen designed a
110 fully enclosed, introverted, multilevel, double-anchor shopping complex with a garden court under a skylight. Today, virtually every **regional** shopping center in America is a fully enclosed, introverted, multilevel, double-anchor complex
115 with a garden court under a skylight.

Victor Gruen didn't design a building; he designed an **archetype**⁵. Over the past half century that archetype—for what Gruen himself has called "a gigantic shopping machine"—has
120 been reproduced so faithfully so many thousands of times that today nearly every suburban resident goes shopping or wanders around or hangs out in a Southdale facsimile at least once or twice a month. Victor Gruen may well
125 have been the most influential architect of the twentieth century. He invented the mall.

⁴ *provincial*: unsophisticated

⁵ *archetype*: the original model for something, which all others copy

READING COMPREHENSION

Mark each sentence as *T*(true) or *F*(false) according to the information in Reading 1. Use your dictionary to check new words.

- 1. Victor Gruen started working as an architect as soon as he arrived in New York.
- 2. Gruen is also known for designing storefronts that functioned as “customer traps.”
- 3. Southdale was the first regional shopping center in the United States.
- 4. Southdale is an enclosed mall, with very few windows looking outside.
- 5. When it opened, Southdale was widely praised by many publications and the public.
- 6. The well-known architect Frank Lloyd Wright considered Southdale to be a charming model for the future.
- 7. Southdale has been torn down because the Mall of America was constructed nearby.
- 8. Many shopping malls today have been designed to follow the Southdale form.

STEP I VOCABULARY ACTIVITIES: Word Level

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.

A. 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: <i>crime</i>	6. co-worker:
2. ally:	7. roommate:
3. associate:	8. sidekick:
4. collaborator:	9. spouse:
5. colleague:	10. teammate:

Others:

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. One of Gruen's theater friends as a Nazi officer. He dressed in a and drove Gruen and his wife to the airport.
*(pretended to be)
(military outfit)*
2. Southdale was the first enclosed shopping center in the U.S.
(area-wide)
3. The mall design attempts to the feeling of a downtown urban area.
(imitate)
4. The social atmosphere of the mall was by including natural light and many plants.
(improved)
5. Two years after Gruen proposed the , the of Southdale was completed.
*(idea)
(building)*

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: