

Entertainment/Retail Synergies

Ten developments apply creative approaches to bringing together retail and entertainment, offering lively gathering places in an effort to lengthen patrons' visits and encourage cross pollination among uses.

IN A WORLD WHERE FREE TIME is shrinking, the blending of entertainment and leisure with retail is becoming more common as regional malls and lifestyle centers try to find ways to convince consumers to spend more hours shopping and to capitalize on the foot traffic that entertainment options can bring. At the same time, Gen Xers and Gen Yers are expressing more interest in shopping centers with entertainment options than previous generations—and less interest in traditional department stores.

Ever since the mid-1990s, the years when the entertainment/retail trend picked up steam, developers have been fine-tuning the mix, going beyond simply adding multiplex cinemas, themed restaurants, or bowling alleys. Success often depends on how well the developments tailor the entertainment offerings to the particularities of the community and physical

context—as well as, in many cases, a specific demographic—and how much they offer experiences that feel meaningful and authentic enough to draw repeat visits.

One way to do this is to incorporate substantial live performance components—shopping centers in Tokyo, Japan, and Rancho Cucamonga, California, have their own in-house theater companies, while classical ensembles such as the Finnish Radio Symphony Orchestra play at Shopping Centre Sello's music hall in Espoo, Finland. Developing symbiotic relationships with major nearby sports venues is an option, as is providing top-notch

leisure facilities such as an Olympic-sized ice rink—complete with a skating academy led by former Olympic medalists. Equipping cinemas with high-quality food and bar service as well as upscale design gives adult patrons a reason to forsake their home high-definition televisions, and organizing entertainment tenants into well-designed pedestrian-oriented outdoor districts—with spaces that encourage informal gatherings as well as programmed activities—can make shopping centers places to linger.

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1. Caretta Shiodome

TOKYO, JAPAN

For its new headquarters in Tokyo's Shiodome redevelopment district, Japanese advertising agency Dentsu hired French architect Jean Nouvel to design the office tower—and the Los Angeles-based Jerde Partnership to design a retail and entertainment center at the base. The 226,042-square-foot (21,000-sq-m) Caretta Shiodome, completed in 2002 and aimed at adult shoppers, includes cultural elements rarely found in retail centers. The first two levels contain shops and restaurants, a plaza for live concerts and events, and Japan's first advertising museum, displaying advertisements dating back hundreds of years. The top three levels, designed to resemble a rock canyon eroded by water, house a terrace, restaurants, and cafés, as well as a 1,200-seat performance theater for the 55-year-old Shiki Theatre Company, which inaugurated the space with the musical *Mamma Mia*. Express elevators connect to restaurants on the top two floors of the 72-story office tower, offering views of the city's famous Rainbow Bridge.



DIACI AND



SGPA ARCHITECTURE AND PLANNING

2. Desert Ridge Marketplace

PHOENIX, ARIZONA

Desert Ridge Marketplace may be the size of a large regional mall—1.2 million square feet (111.484 sq m)—but Phoenix-based Vestar Development Company chose to break up the scale with five distinct open-air neighborhoods, one each for hard goods such as office supplies and electronics, soft goods such as clothing and home furnishings, neighborhood convenience, health and leisure, and entertainment and lifestyle retail. Dubbed the District, the latter component occupies the heart of the complex and has a number of elements intended to attract the generation Y crowd, organized around a pedestrian path. Offerings include an 18-screen cinema, restaurants, a rock-climbing wall, a dance lounge, fashion retailers, a 12-foot-high (3.7-m-high) outdoor video screen, a live performance stage, and a large outdoor fireplace. Enlivening the streetscape are large graphics on tenants' exterior walls. Native landscaping conserves water, while extensive use of shade structures, canopy trees, and a misting system help cool the open-air facility in the hot desert climate. MCG Architecture of Pasadena was design architect and SGPA Architecture and Planning of San Diego was executive architect for Desert Ridge Marketplace, which opened in 2002.

3. Dolce Vita Porto

PORTO, PORTUGAL

Building a retail/entertainment center next to the stadium for one of Europe's top soccer teams offered the potential to capitalize on crowds—but standing out against the stadium's massive concrete bulk while accommodating tens of thousands of soccer fans before and after games posed a design challenge. To give street presence to Dolce Vita Porto—a 1.6 million-square-foot (148,645-sq-m) mixed-use development including 407,000 square feet (37,812 sq m) of retail space, a hotel, condominiums, and structured parking, completed for Porto-based developer Amorim Imobiliária in 2005—St. Louis, Missouri-based firm Suttle Mindlin Architects devised a 300-foot-long (91.4-m-long) glass sculpture wall facing the stadium, animated by program-mable colored lighting. A grand stair hall leads fans from the stadium to Dolce Vita Porto's cafés and restaurants, with a separate circulation path leading to retail shops. A series of backlit translucent glass walls, visible throughout the shopping atrium, gently change color to mark the fourth-floor cinema. The atrium's lower-level plaza accommodates exhibitions and entertainment events.



CARLOS CHEGADO



CALLISON/CHRIS EDEN

4. Jordan Creek Town Center

WEST DES MOINES, IOWA

The first new mall built in the greater Des Moines area in 30 years, Jordan Creek Town Center takes a hybrid approach: it has both enclosed-mall and open-air lifestyle components, as well as an entertainment district organized around a 3.5-acre (1.4-ha) manmade lake. Designed by Seattle-based Callison for General Growth Properties, Inc., of Chicago, the 2 million-square-foot (185,806-sq-m) retail entertainment center opened in 2004. The two-level enclosed mall at one end of the site houses upscale fashion and other lifestyle retailers as well as a 20-screen cinema. At the other end of the site, the outdoor district offers big-box and lifestyle retailers. Sandwiched between the two, the "lake district" includes restaurants, a Residence Inn by Marriott, and an amphitheater for live music and entertainment events. Waterfront dining areas, bike trails, pedestrian walkways, grassy play areas, and a boardwalk run along the lakeside.

5. Legends at Village West

KANSAS CITY, KANSAS

During the late 1990s, when a racetrack company decided to build the 1.5-mile (2.4-km) Kansas Speedway in Kansas City, Kansas, the local government joined with private developers to capitalize on the NASCAR track's arrival and jump-start revitalization by creating Village West, a 400-acre (161.8-ha) tourism district adjacent to the facility. Components include hotels, a minor league baseball stadium, and major retailers. In 2006, RED Development of Kansas City, Missouri, opened Legends at Village West, a 1.2 million-square-foot (111,484-sq-m) open-air shopping and entertainment center located next to the stadium. The architecture draws on the city's historic warehouse buildings for inspiration. Attractions include a T-Rex—a restaurant enlivened by animatronic dinosaurs—and a 14-screen cinema that offers party rooms and one 600-seat theater that has premium balcony seating with a full-service bar. Gould Evans of Kansas City, Missouri, served as the architect of record for the retail portion and theater, with HTH Architects of Beverly Hills, California, as conceptual design architect for the retail portion.



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TIM GRIFFITH

6. Mixc at City Crossing

SHENZHEN, CHINA

Noting the popularity of ice rinks in Hong Kong shopping malls just across the border, developer China Resources Shenzhen Company added an Olympic-sized skating rink to Mixc at City Crossing, its retail/entertainment center in Shenzhen, China. The first three levels of Mixc house international retailers and a multiplex cinema. On the fourth and fifth levels, the rink accommodates recreational skating as well as a skating academy with head coaches who are former Olympic skating medalists. Also on the fifth level are restaurants and a food court overlooking the rink. Designed by Baltimore, Maryland-based RTKL, City Crossing occupies an 861,113-square-foot (80,000-sq-m) site in the city's financial center and also includes office buildings, a five-star hotel, and residences. The first phase, including Mixc and an office tower, opened in 2004, with the second phase's hotel, residences, and outdoor lifestyle center opening in the second half of this year. The rink has proven so popular that developer China Resources plans to launch skating facilities in all of its retail/mixed-use projects.

7. Sundance Kabuki

SAN FRANCISCO, CALIFORNIA

Robert Redford's Sundance family of businesses is rolling out movie theaters with an upscale spin, blending film with fine dining. The first two opened in 2007, the first in a mall in Madison, Wisconsin; the second, Sundance Kabuki, transformed an aging theater in San Francisco's Japantown. The structure was built in 1968 as part of the Japan Center, which also includes two retail malls and a hotel. Designed by ELS Architecture and Urban Design of Berkeley, California, the new Sundance Kabuki blends Japanese architecture with rustic elements of the West, recalling the Sundance Institute's Utah home. Natural materials such as reclaimed wood, western red cedar, and live bamboo contrast with rusted steel and board-formed concrete. The former concession area was transformed into a bar bistro with lounge seating; a second bar includes custom light fixtures designed to recall Japanese lanterns and rusted barrel hoops. The largest auditorium holds 800, its balcony reserved for patrons of legal drinking age; three auditoriums have cocktail table seating.



JENNIFER REILEY



CESAR RUBIO

8. Shopping Centre Sello

ESPOO, FINLAND

One of the largest shopping centers in Scandinavia has a musical bent. Designed by Helin & Company Architects of Helsinki, the 1,044,099-square-foot (97,000-sq-m) Sello, which opened in 2003 and expanded in 2005, includes shops, supermarkets, banks, the city's main public library, restaurants, and a music hall and music academy. The 381-seat concert hall hosts classical concerts, musical theater, dance, drama, and conferences. The library—the region's busiest—offers patrons the use of soundproof music rooms and a recording studio with professional sound equipment.

Sello's entertainment and leisure center opened this past November, with six digital movie screens, a 14-lane bowling alley, and additional restaurants. Located in the city of Espoo's Leppävaara district, about a 15-minute ride from Helsinki on the municipal railway, Sello is a joint venture of three entities based in Helsinki: the Finnish local government pension fund, Pension Fennia, and Etera Mutual Pension Insurance Company.



MICHAEL PERLMÜTTER



VOITTO NIEMELA

9. Victoria Gardens Cultural Center

RANCHO CUCAMONGA, CALIFORNIA

For a city that lacked a downtown, Victoria Gardens, a 1.16 million-square-foot (107,768-sq-m) open-air lifestyle center, gave Rancho Cucamonga a town center when it opened in 2004, with retail, office, and residential components and a 12-screen AMC Theatre. Two years later, the department stores were joined by a new anchor: the Victoria Gardens Cultural Center. Designed by local firms WLC Architects and Pitassi Architects and run by the city, the facility includes a performing arts center, a full-service library, and a meeting hall on a three-acre (1.2-ha) campus. The 560-seat playhouse has an in-house professional theater company and hosts family-friendly performances, concerts, and comedy shows as well as a theater arts academy. The lifestyle center's developer, Cleveland-based Forest City, contributed \$5.7 million for the construction of the center and is supplying additional operational funds over a five-year period; other sources included a state library grant, a community development block grant, and redevelopment agency tax allocation bonds.



FRED DALY



NEUE BRÜNNEN AG



NEUE BRÜNNEN AG

10. Westside

BERN, SWITZERLAND

The Westside shopping and leisure center, located at the western edge of Bern, Switzerland, represents a major urban expansion, with residential components and transit connections supplementing the retail and entertainment offerings. Designed by New York-based architect Daniel Libeskind and opened this past October, the 1.5 million-square-foot (139,355-sq-m) Westside includes shops, restaurants, bars, an 11-screen cinema, a fitness center, and one of Switzerland's largest water parks—complete with waterslides, a spa, a whitewater canyon, and an outdoor

pool. The shopping center extends over a heavily traveled highway and has its own commuter rail station. The site also contains a 95-unit residence for seniors and a 144-room hotel, as well as 800 apartments scheduled for completion over the next ten years. Developed by Bern-based grocery retailer Migros Aare, the center incorporates a number of sustainable measures: a wood chip burner supplies 50 percent of the facility's heating requirements, and waste heat from the shopping mall is recaptured to keep the pool warm. **UL**