



BIBBIDI-BOBBIDI-BOO: The Reinvented Magic of Urban Shopping?

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1. INTRODUCTION: THE JOY OF CONSUMERISM

- **new patterns of consumption: increasing consumerism, production technologies, distribution, transportation, pollution, gap between social groups**
- **the 'art of shopping' - necessity/everyday routine, activator of total urban regeneration or instrument of personal catharsis?**
- **elaborated typology - from a traditional shopping street to a mega-manifestation of commerce and its globalized character**
- **position, scale and architectural appearance – the reflection of recent changes and trends in urban development**
- **consumerism vs. ideology: society vs. spatial manifestations**
- **New Belgrade - from socialism to capitalism**

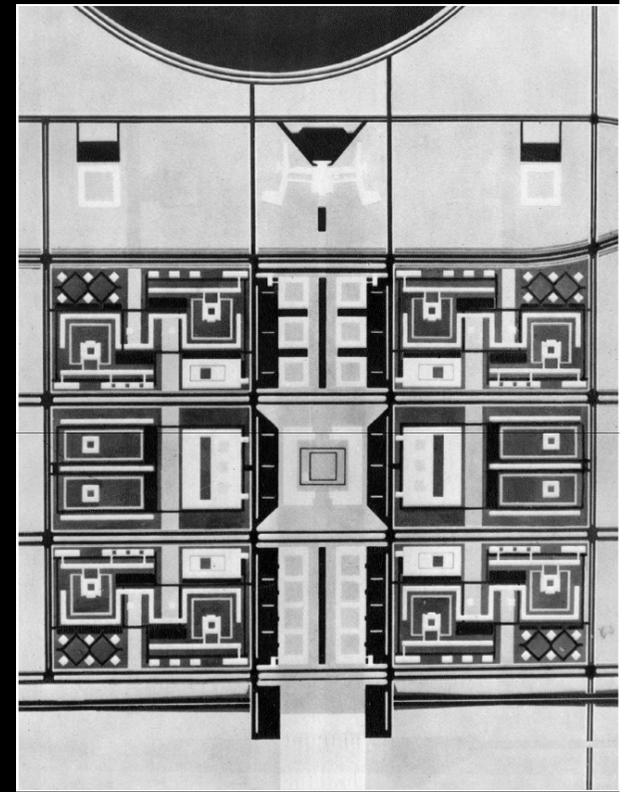
2. SETTING THE STAGE: MORPHOLOGY VS. IDEOLOGY

- **NEW BELGRADE** - a new administrative, economic and cultural node of the post-war Yugoslavia
- representative and symbolical role - economic and ideological backup for a functional city
- impact on the integration of historical centers of Zemun and Belgrade into a greater metropolitan region
- the changes of socio-political and economic conditions > New Belgrade became a predominantly residential city
- global trends influenced its functional (re)structuring and activation



2.1. The image of progress

- New Belgrade vs. CIAM/Le Corbusier's Athens Charter
- a unique central territory planned for further growth and concentration
- conceived as a complex spatial structure with a number of functions but only partially realized
- the mix of activities existed only on a community level - **local center** in each orthogonal mega-block which represented a state property
- meeting point, local supplier and a focus of cultural activities for the residents



2.2. The critic of Modern

- 1980s - the critic of the applied modern concept, the changed socio-political context
- shift of the original paradigm – adjustment to new users and needs
- reinvention of residential scenery: construction of **semi-open shopping centers**, extensions of existing local nodes
- traditional concept – space divided into separate functional units accessible from outside, a variety of mixed contents
- state-owned land, each store in private ownership
- local level



2.3. The period of transition

- 1990s – social turbulences: international embargo, civil wars in ex-Yugoslavia, continuous flow of refugees
- new social transformation and architectural experiments in/on New Belgrade
- postmodern reshaping - human scale, better pedestrian accessibility, traditional urban patterns, mixed-use
- new types of shopping
- **flea/open market** - direct consequence of social stratification, from informal to formal open-air market, with few complementary activities (city level)



2.3. The period of transition

- **semi-closed malls along the main boulevards** – only two examples with different importance and impact: local vs. regional (the biggest Chinese shopping center in the city)



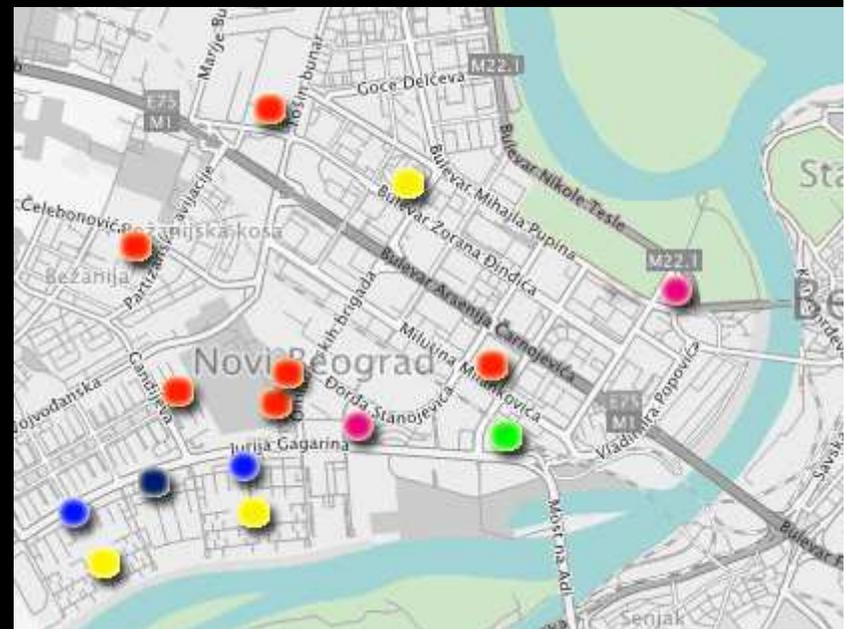
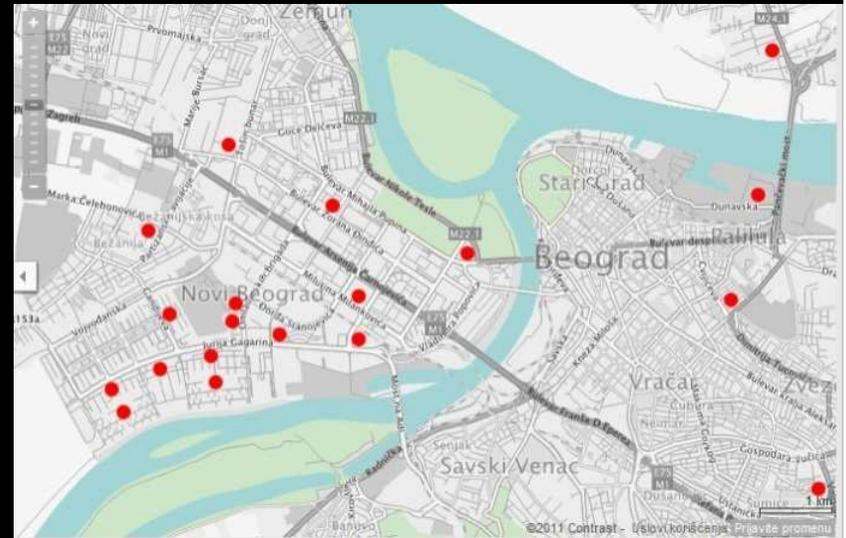
2.3. The period of transition

- **transition mode of the enclosed mall** - semi-closed scheme composed of satellite standalone buildings (city level > local level)



3. MIRRORING THE GLOBAL FASHION

- 21st century - transition towards democracy influenced significant changes in planning practice
- New Belgrade – reorganization and upgrading: possibilities for large development projects, infrastructure and connectivity as a backup
- global trends, internal pressure (to transform the spatial structure), business interest
- commercial facilities as positive markers of neighborhoods
- increased commercialization of public spaces - answer to the problems of mono-functional zoning and an opportunity to intensify activities, their quality and diversity



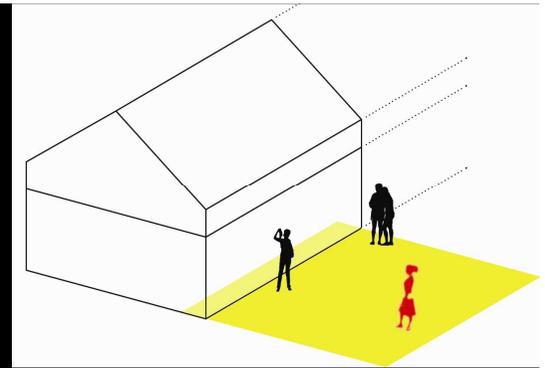
3. MIRRORING THE GLOBAL FASHION

- **enclosed malls** - positioned at strategic locations, attached to important traffic arteries: 'big-box', regional shopping hub, independent social and functional dynamic

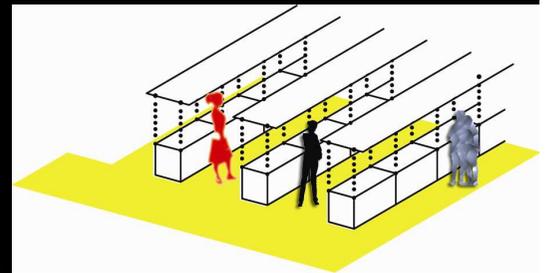


3.1. Shopping (in) the City

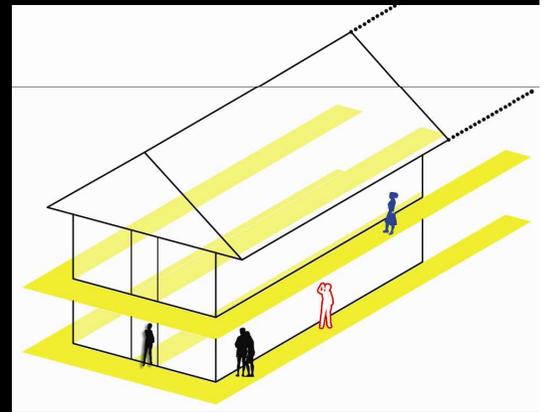
- **New Belgrade as a new shopping paradise: from ~0,5m² of retail space per inhabitant (during the 1970s) to ~1,6m² of retail space/inhabitant (the highest ratio in Belgrade)**
- **different attractiveness and the level of their adjustment to current needs**
- **new urban magnetism - significant financial benefits**



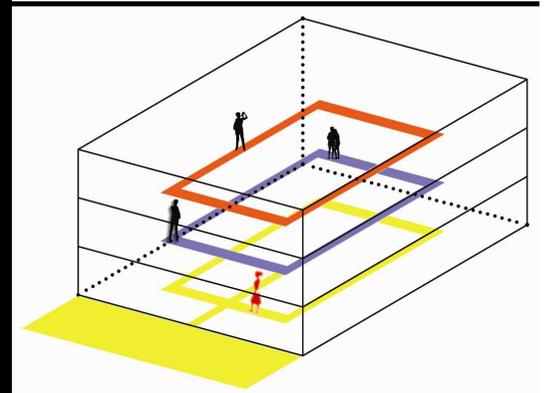
semi-open



open



semi-closed



enclosed

3.2. Shopping and environment

- environmental problems and dilemmas - old vs. new types of shopping
- energy efficiency and environmental protection?
- **the main challenges:**
- traffic – increased intensity, points of congestion, critical routs, car-friendly vs. pedestrian-friendly concept, parking capacity
- environment – air pollution, waste recycling, climate, carbon intensive vs. carbon-free consumption
- energy – heating/cooling, renewable sources, thermal insulation, natural systems vs high technology
- magnetism of consumption - instrument for public promotion and education of environmentally conscious approach

4. CONCLUSION: FACING THE EFFECTS

Transformations in several spheres:

- economy (higher rates of land and apartments in the surrounding area)
- society (new elements of multiculturalism/cosmopolitanism)
- space/activities (space attractiveness, intensification of pedestrian flows, articulation of meeting points, structure and quality of activities)
- environment (new standards and challenges)
- modifications of old types of shopping centers
- new life of ex-community centers, with additional activities and public/communal facilities
- integral vision of development?
- synergy of global trends and local economy ?





Danke!
Thank you!
Hvala!

