



# Qualities in Architecture

Aida Kesuma Azmin



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# QUALITIES IN ARCHITECTURE

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# SHOPPING MALL AS A PLACE OF LEISURE

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## ABSTRACT

There have been many progressive quests to fulfill people's increasingly leisure needs and the development of shopping malls is one of them. Shopping mall today is a popular venue for leisure with activities offering new experience in shopping and leisure activities. The switching trend of spending leisure at places like shopping malls was perhaps due to the safety concern of going to outdoor parks and plazas and people are now looking at places with certain factors capable to stimulate interest and public engagement. The acceptance and preference of the mall as public place in all its artificiality is due to its being so accessible and a trade for comfort and safety the place has to offer. The addition of new leisure activities becomes the attractions and tempting persuasion for people to linger longer and experience all the excitements at the place. The expansion of function of shopping malls as a place for both shopping and leisure has affected the setting of the place in terms of its architectural planning and design, which has pushed for effort to transform the place into a live colorful and playful venue.

*Keywords: Shopping mall, shopping, popular, leisure, activity, function, experience*

## INTRODUCTION

The advancement of technology has affected changes in works, lifestyles and the concepts of leisure among the people. People's needs for leisure have become more sophisticated in tandem with the increasing demand for better efforts in the more complex form or type of works (Barrett and Winnifrith (Eds.) 1989). There are many evidences to show progressive quest for means to fulfill people's leisure needs and upgrade the leisure experience. Some of the examples are the development of waterfront, city parks and plazas, creation of little quaint districts or streets for shopping and entertainment and one of the most notable will be the development of new and bigger shopping malls.