

CONFERENCE
PROCEEDINGS

**3RD INTERNATIONAL
ACADEMIC CONFERENCE ON
PLACES AND TECHNOLOGIES**

EDITORS
EVA VANIŠTA LAZAREVIĆ
MILENA VUKMIROVIĆ
ALEKSANDRA KRSTIĆ-FURUNDŽIĆ
AND ALEKSANDRA ĐUKIĆ

CONFERENCE
PROCEEDINGS

**3RD INTERNATIONAL
ACADEMIC CONFERENCE ON
PLACES AND TECHNOLOGIES**

EDITORS
EVA VANIŠTA LAZAREVIĆ
MILENA VUKMIROVIĆ
ALEKSANDRA KRSTIĆ-FURUNDŽIĆ
AND ALEKSANDRA ĐUKIĆ

PLACES AND TECHNOLOGIES 2016

**CONFERENCE PROCEEDINGS OF THE 3RD INTERNATIONAL ACADEMIC CONFERENCE ON
PLACES AND TECHNOLOGIES**

EDITORS:

Eva VaništaLazarević, Milena Vukmirović, Aleksandra Krstić-Furundžić, Aleksandra Đukić

FOR PUBLISHER: Vladan Đokić

PUBLISHER: University of Belgrade – Faculty of Architecture

DESIGN: Stanislav Mirković

TECHNICAL SUPPORT: Jasna Marićević

PLACE AND YEAR: Belgrade 2016

ISBN: 978-86-7924-161-0

ORGANIZERS



University of Belgrade |
Faculty of Architecture

URBANLAB[®]
PROFESSIONAL ASSOCIATION URBAN LABORATORY

MAIN CONFERENCE SUPPORT



Република Србија
МИНИСТАРСТВО ПРОСВЕТЕ,
НАУКЕ И ТЕХНОЛОШКОГ РАЗВОЈА



ИНЖЕЊЕРСКА
КОМОРА
СРБИЈЕ



CONFERENCE SUPPORT

Arhi.pro



magna COOP - Pančevo
APSOLOTNO IZOLOVANO!
www.magnacoop.com office@magnacoop.com



www.insomnia.rs



PLACES AND TECHNOLOGIES 2016

KEEPING UP WITH TECHNOLOGIES TO CREATE COGNITIVE CITY
BY HIGHLIGHTING ITS SAFETY, SUSTAINABILITY, EFFICIENCY,
IMAGEABILITY AND LIVEABILITY

CONFERENCE PROCEEDINGS OF THE 3RD INTERNATIONAL ACADEMIC CONFERENCE ON PLACES AND TECHNOLOGIES

CONFERENCE ORGANISERS

University of Belgrade – Faculty of Architecture and
Professional Association Urban Laboratory

ORGANIZING COMMITTEE

Founding members of the Organizing committee

Dr Eva Vaništa Lazarević

Conference Director, University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Milena Vukmirović

Conference Executive Coordinator, University of Belgrade, Faculty of Architecture and Urban
Laboratory, Belgrade, Serbia

Dr Aleksandra Krstić Furundžić

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Aleksandra Đukić

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Associate members of the Organising committee

Jelena Samardžić

Faculty of Information Technology Belgrade Metropolitan University, Belgrade, Serbia

TECHNICAL COMMITTEE

Dr Milena Vukmirović

Conference Executive Coordinator, University of Belgrade, Faculty of Architecture and Urban
Laboratory, Belgrade, Serbia

Branislav Antonić

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

SCIENTIFIC COMMITTEE

In Alphabetical order

Dr Laura Aelenei,

National Energy and Geology Laboratory (LNEG), Lisbon, Portugal

Dr Ivan Aleksić,

University of Belgrade, Faculty of Civil Engineering, Department of Geodesy and Geoinformatics, Belgrade, Serbia

Dr Evangelina Athanassiou,

Aristotle University of Thessaloniki School of Architecture, Thessaloniki, Greece

Dr Milica Bajić Brković,

ISOCARP - The International Society of City and Regional Planners, The Hague, Netherlands

Dr Ljiljana Blagojević,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Ružica Božović Stamenović,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia and National University of Singapore, Singapore

Dr Olja Čokorilo,

University of Belgrade, Faculty of Transport and Traffic Engineering, Belgrade, Serbia

Dr Grygor Doytchinov,

Institute for Urban Design, Technical University of Graz, Austria

Dr Nataša Danilović Hristić,

Urban Planning Institute of Belgrade, Belgrade, Serbia

Dr Vladan Đokić,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Aleksandra Đukić,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Alenka Fikfak,

University of Ljubljana, Faculty of Architecture, Ljubljana, Slovenia

Dr Dejan Filipović,

University of Belgrade, Faculty of Geography, Belgrade, Serbia

Dr Darija Gajić,

University of Banja Luka, Faculty of Architecture and Civil Engineering, Banja Luka, Republic of Srpska, Bosnia and Herzegovina

Dr Bob Giddings,

Northumbria University, Faculty of Engineering and Environment, Newcastle, United Kingdom

Dr Jelena Ivanović Šekularac,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Vlatko Korobar,

St. Cyril and Methodius University, Faculty of Architecture, Skopje, FYR Macedonia

Dr Saja Kosanović,

University of Priština, Faculty of Technical Sciences, Department of Architecture,
Kosovska Mitrovica, Serbia

Dr Aleksandra Krstić-Furundžić,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Višnja Kukoč,

University of Split, Faculty of Civil Engineering, Architecture and Geodesy, Split, Croatia

Dr Piotr Lorens,

Gdansk University of Technology, Faculty of Architecture, Gdansk, Poland

Dr Lucia Martincigh,

University of Roma Tre, Faculty of Architecture, Rome, Italy

Prof. Ljubomir Mišćević,

University of Zagreb, Faculty of Architecture, Zagreb, Croatia

Acad. Branislav Mitrović,

University of Belgrade - Faculty of Architecture, Belgrade, Serbia

Dr Juan Luis Rivas Navarro,

University of Granada, Department of Urban and Regional Planning, Granada, Spain

Dr Grzegorz Peczek,

Sopot University of Applied Science, Sopot, Poland

Dr Lea Petrović Krajnik,

University of Zagreb, Faculty of Architecture, Zagreb, Croatia

Dr Miroslava Raspopović,

Faculty of Information Technology, Belgrade Metropolitan University, Belgrade, Serbia

Dr Ralf Risser,

Research Institute FACTUM, Vienna, Austria

Dr Lina Seduikyte,

Kaunas University of Technology, Faculty of Civil Engineering and Architecture, Kaunas,
Lithuania

Manfred Schrenk,

CORP - Competence Center for Urban and Regional Planning, Vienna, Austria

Dr Jasmina Siljanoska,

St. Cyril and Methodius University, Faculty of Architecture, Skopje, FYR Macedonia

Dr Metka Sitar,

University of Maribor, Faculty of Civil Engineering, Traffic Engineering and Architecture, Maribor,
Slovenia

Dr Predrag Šidanin,

University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia

Dr Ljupko Šimunović,

University of Zagreb Faculty of Transport and Traffic Sciences, Zagreb, Croatia

Dr Stefan van der Spek,

Delft University of Technology, Faculty of Architecture and Built Environment, Delft, Netherlands

Dr Svetlana Stanarević,

University of Belgrade, Faculty of Security Studies, Belgrade, Serbia

Dr Milena Stavrić,

Graz University of Technology, Faculty of Architecture, Institute of Architecture and Media, Graz, Austria

Dr Aleksandra Stupar,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Eva Vaništa Lazarević,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Milena Vukmirović,

University of Belgrade, Faculty of Architecture and Urban Laboratory, Belgrade, Serbia

Dr Salih Yilmaz,

Izmir KatibCelebi University, Department of Engineering and Architecture, Izmir, Turkey

REGIONAL AND GUEST DEANS COMMITTEE

In Alphabetical order

Dr Bálint Bachmann,

University of Pécs, Pollack Mihály Faculty of Engineering and Information Technology, Pécs, Hungary

Dr Dženana Bijedić,

Vice-dean), University of Sarajevo, Faculty for Architecture, Sarajevo, Bosnia and Herzegovina

MSc Peter Gabrijelčič,

University of Ljubljana, Faculty of Architecture, Ljubljana, Slovenia

MSc Boris Koružnjak,

University of Zagreb, Faculty of Architecture, Zagreb, Croatia

Dr Florian Nepravishta,

(Department department), Polytechnic University of Tirana, Department of Architecture, Tirana, Albania

Dr Svetislav Popović,

University of Montenegro, Faculty of Architecture, Podgorica, Montenegro

Dr Milenko Stanković,

University of Banja Luka, Faculty of Architecture and Civil Engineering, Banja Luka, Republic of Srpska, Bosnia and Herzegovina

REVIEWERS

Dr Evangelina Athanassiou,

Aristotle University of Thessaloniki School of Architecture, Thessaloniki, Greece

Dr Ljiljana Blagojević,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Ružica Božović Stamenović,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia and National University of Singapore, Singapore

Dr Olja Čokorilo,

University of Belgrade, Faculty of Transport and Traffic Engineering, Belgrade, Serbia

Dr Grygor Doytchinov,

Institute for Urban Design, Technical University of Graz, Austria

Dr Nataša Danilović Hristić,

Urban Planning Institute of Belgrade, Belgrade, Serbia

Dr Aleksandra Đukić,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Alenka Fikfak,

University of Ljubljana, Faculty of Architecture, Ljubljana, Slovenia

Dr Darija Gajić,

University of Banja Luka, Faculty of Architecture and Civil Engineering, Banja Luka, Republic of Srpska, Bosnia and Herzegovina

Dr Bob Giddings,

Northumbria University, Faculty of Engineering and Environment, Newcastle, United Kingdom

Dr Jelena Ivanović Šekularac,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Vlatko Korobar,

St. Cyril and Methodius University, Faculty of Architecture, Skopje, FYR Macedonia

Dr Saja Kosanović,

University of Priština, Faculty of Technical Sciences, Department of Architecture, Kosovska Mitrovica, Serbia

Dr Aleksandra Krstić-Furundžić,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Višnja Kukoč,

University of Split, Faculty of Civil Engineering, Architecture and Geodesy, Split, Croatia

Dr Lucia Martincigh,

University of Roma Tre, Faculty of Architecture, Rome, Italy

Dr Juan Luis Rivas Navarro,

University of Granada, Department of Urban and Regional Planning, Granada, Spain

Dr Grzegorz Peczek,

Sopot University of Applied Science, Sopot, Poland

Dr Lea Petrović Krajnik,

University of Zagreb, Faculty of Architecture, Zagreb, Croatia

Dr Miroslava Raspopović,

Faculty of Information Technology, Belgrade Metropolitan University, Belgrade, Serbia

Dr Ralf Risser,

Research Institute FACTUM, Vienna, Austria

Dr Metka Sitar,

University of Maribor, Faculty of Civil Engineering, Traffic Engineering and Architecture, Maribor, Slovenia

Dr Predrag Šiđanin,

University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia

Dr Ljupko Šimunović,

University of Zagreb Faculty of Transport and Traffic Sciences, Zagreb, Croatia

Dr Stefan van der Spek,

Delft University of Technology, Faculty of Architecture and Built Environment, Delft, Netherlands

Dr Svetlana Stanarević,

University of Belgrade, Faculty of Security Studies, Belgrade, Serbia

Dr Aleksandra Stupar,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Eva Vaništa Lazarević,

University of Belgrade, Faculty of Architecture, Belgrade, Serbia

Dr Milena Vukmirović,

University of Belgrade, Faculty of Architecture and Urban Laboratory, Belgrade, Serbia

TABLE OF CONTENTS

ARCHITECTURAL TECHNOLOGIES I – ENERGY ISSUES

DETERMINATION OF ENERGY CHARACTERISTICS OF TRANSPARENT ELEMENTS OF ENVELOPE OF RESIDENTIAL BUILDINGS IN BOSNIA AND HERZEGOVINA Darija Gajić	3
ECO-ENERGETIC RECONSTRUCTION OF ARCHITECTURAL STRUCTURES BY APPLYING MODERN FACADE TECHNOLOGIES Olja Joksimović, Katarina Vukosavljević	11
MODERNIZATION OF EXISTING GLASS FACADES IN ORDER TO IMPLEMENT ENERGY EFFICIENCY AND MEDIA CONTENT Jasna Čikić Tovarović, Jelena Ivanović Šekularac, Nenad Šekularac	19
EFFECTS OF WINDOW REPLACEMENT ON ENERGY RENOVATION OF RESIDENTIAL BUILDINGS – CASE OF THE SERBIAN BUILDING PRACTICE Ana Radivojević, Aleksandar Rajčić, Ljiljana Đukanović	27
GREEN ROOF RETROFIT POTENTIAL IN A DENSELY POPULATED BELGRADE MUNICIPALITY Katarina Vukosavljević, Olja Joksimović, Stevan Vukadinović	35
ENERGY REFURBISHMENT OF PUBLIC BUILDINGS IN SERBIA Milica Jovanović Popović, Miloš Nedić, Ljiljana Djukanović	43
PROBLEM OF PROTECTION OF ORIGINAL APPEARANCE OF PREFABRICATED CONCRETE FACADES AND ENERGY IMPROVEMENT MEASURES – EXAMPLE OF NEW BELGRADE Nikola Macut, Ana Radivojević	51
SUNLIGHTING: A BRIGHT LIGHT SOURCE FOR MULTI-STORY BUILDING CORES Liliana Beltran	59

ARCHITECTURAL TECHNOLOGIES II - INNOVATIVE METHODS, SOFTWARE AND TOOLS

BIM AND GREEN BUILDING DESIGN: EXPECTATIONS, REALITY AND PERSPECTIVES Igor Svetel, Marko Jarić, Nikola Budimir	69
UNDER THE SKIN - DETERMINING ELECTRICAL APPLIANCES FROM SURFACE 3D SCANS Ulrich Krispel, Torsten Ullrich, Martin Tamke	77
ARCHITECTURAL DIAGRAM OF A CITY Olivera Dulić, Viktorija Aladžić	85
DIGITAL TOOLS - BASED PERFORMANCE EVALUATION OF THE ADAPTIVE BUILDING ENVELOPE IN THE EARLY PHASE OF DESIGN Komnen Žižić, Aleksandra Krstić-Furundžić	93

INCREASING QUALITY OF PLACE BY USERS VALUE ORIENTATION Alenka Temeljotov Salaj, Svein Bjorberg, Nikolaj Salaj	101
COMFORT QUALITY IN THE ARCHITECTURAL TRANSFORMATION OF EXISTING FACILITIES Saša B. Čvoro, Malina B. Čvoro, Una Umićević	109
BUILDING STRUCTURES AND MATERIALS	
CONCEPTUAL STRUCTURAL DESIGN STRATEGIES FOR REDUCING ENERGY CONSUMPTION IN BUILDINGS Aleksandra Nenadović, Žikica Tekić	119
COMPARISON OF THE SUSTAINABILITY OF DIFFERENT TECHNIQUES FOR THE STRENGTHENING OF REINFORCED CONCRETE COLUMNS Tanya Chardakova, Marina Traykova	125
THE ARCHITECTURAL ASPECT OF DESIGNING THE OFFICE ENVIRONMENT IN THE MULTIFUNCTIONAL BUILDING IN THE CITY CENTRE Anna Rynkowska-Sachse	133
MITIGATE THE HOUSING DEPRIVATION IN THE INFORMAL CITIES: MODULAR, FLEXIBLE AND PREFAB HOUSES Frabrizio Finucci, Adolfo Barrata, Laura Calcagnini, Antonio Magaro, Ottavio Minnella, Juan Martin Piaggio	141
AN EXAMPLE OF USING RECYCLED CRUSHED CLAY BRICK AGGREGATE: A PREFABRICATED COMPOSITE FAÇADE PANEL WITH THE FACE OF STONE Tijana Vojinović Čalić, Dragica Jevtić, Aleksandra Krstić-Furundžić	149
CLIMATE CHANGE I – ENERGY ISSUES	
ENERGY MAP OF KRAGUJEVAC AS AN INTRODUCTION TO THE ANALYSIS OF NECESSARY INTERVENTION MEASURES ON BUILDINGS IN ORDER TO ADAPT TO CLIMATE CHANGE Iva Poskurica Glišović	159
THE IMPACT OF CLIMATE CHANGE ON THE ENERGY PERFORMANCE OF HISTORICAL BUILDINGS Alexandra Keller, Cristian Petrus, Marius Mosoarca	167
INFLUENCE OF DIFFERENT PAVEMENT MATERIALS ON WARMING UP OF PEDESTRIAN AREAS IN SUMMER SEASON Jelena Đekić, Petar Đekić, Milena Dinić Branković, Mihailo Mitković	175
ANALYSIS OF ELECTRICITY GENERATION RESULTS OF FIRST MINI SOLAR POWER PLANTS IN THE SOUTH OF SERBIA WITH VARYING INCLINATION OF PHOTOVOLTAIC PANELS AND DIFFERENT ENVIRONMENTAL CONDITIONS Mihailo Mitković, Jelena Đekić, Petar Mitković, Milica Igić	183
EDUCATION NEEDS AND INFLUENTIAL FACTORS ON ENVIRONMENTAL PROTECTION IN FUNCTION OF SUSTAINABLE DEVELOPMENT AT HIGHER EDUCATION INSTITUTIONS Marijola Božović, Milan Mišić, Zorica Bogićević, Danijela Zubac	191

**BUILDING CLIMATE CHANGE II –
STRATEGIES, PROTECTION AND FLOODS**

EVALUATING THE CO-BENEFITS OF FLOOD MITIGATION MEASURE – A CASE STUDY OF SOUTHERN YUNLIN COUNTY IN TAIWAN Yi-Hsuan Lin	201
FLOODING RISK ASSESSMENT IN MOUNTAIN VILLAGES—A CASE STUDY OF KAOHSIUNG CITY Ting-Chi Hsu, Han-Liang Lin	209
SPATIAL PLANNING IN VIEW OF FLOOD PROTECTION-METHODOLOGICAL FRAMEWORK FOR THE BALCAN COUNTRIES Brankica Milojević	217
CLIMATE WARS AND REFUGEES: HUMAN SECURITY AS A PATHWAY TOWARDS THE POLITICAL? Thomas Schad	225
LOW-IMPACT DEVELOPMENT STRATEGIES ASSESSMENT FOR URBAN DESIGN Yu-Shan Lin, Han-Liang Lin	235

**SUSTAINABLE COMMUNITIES AND PARTICIPATION I –
PLANNING ISSUES**

THE POSSIBILITIES OF SURVEY AS A METHOD TO COLLECT AND THE DERIVE MICRO-URBAN DATA ABOUT NEW COLLECTIVE HOUSING IN SERBIA Branislav Antić	247
POSITION OF THE SOCIAL HOUSING ACCORDING TO THE URBAN PLANNING REGULATION OF THE CITY OF NIS – DO THEY PROMOTE THE INCLUSION? Nataša Petković Grozdanović, Branislava Stoiljkovic, Goran Jovanović	255
INFLUENCE OF DIFFERENT APPROACHES IN DEVELOPMENT OF LOCAL RESIDENTIAL BUILDING TYPOLOGIES FOR ESTIMATION OF BUILDING STOCK ENERGY PERFORMANCE Milica Jovanović Popović, Dušan Ignjatović, Bojana Stanković	263
TOWARDS A LOW-CARBON FUTURE? CONSTRUCTION OF DWELLINGS AND ITS IMMEDIATE INFRASTRUCTURE IN CITY OF SPLIT Višnja Kukoč	271
SCENARIOS IN URBAN PLANNING AND THE MULTI-CRITERIA METHOD. A MEANINGFUL EXPERIENCE IN ITALY: PIANO IDEA IMPLEMENTED IN JESI AN,2004 Giovanni Sergi, Paolo Rosasco	279
THE PUBLIC INSIGHT AND INCLUSIVITY IN THE PLANNING PROCESS Nataša Danilović Hristić, Nebojša Stefanović	287
TOWARD THE SUSTAINABLE CITY – COMMUNITY AND CITIZENS INCLUSION IN URBAN PLANNING AND DESIGN OF URBAN GREEN SPACES: A REVIEW OF SKOPJE Divna Penčić, Snezhana Domazetovska, Stefanka Hadji Pecova	295

SUSTAINABLE COMMUNITIES AND PARTICIPATION II – CONCEPTS, METHODS AND COMMUNITY

HOW TO DEVELOP AND DESIGN HEALTHY URBAN ENVIRONMENT? Sanja Štimac, Anja Jutraž	305
SUSTAINABILITY AND BROWNFIELD REGENERATION Kristina Azarić	313
THE SOCIAL DIMENSION OF A SUSTAINABLE COMMUNITY: UNDERSTANDING OF THE EXISTING SPACE Silvia Grion, Elisabeth Antonaglia, Barbara Chiarelli	319
HOW TO UNDERSTAND THE GLOBAL PHENOMENON OF URBAN SHRINKAGE AT LOCAL LEVEL? COMPARISON OF URBAN AREAS IN ROMANIA AND SERBIA Mihai-Ionut Danciu, Branislav Antonić, Smaranda Maria Bica	327
SPATIAL PATTERNS OF SERBIAN MIGRANTS IN VIENNA AND IN THE SETTLEMENTS OF THEIR ORIGIN IN EASTERN SERBIA Branislav Antonić, Tamara Brajović	335
KEEPING THE CITY LIVEABLE FOR INHABITANTS AND EFFICIENT FOR TOURISTS: THE PILGRIMAGE ROUTES Lucia Martincigh, Renata Bizzotto, Raffaella Seghetti, Marina Di Gauda, Giovanni Perrucci	347
ENVIRONMENTAL PROBLEMS AND CITIZEN PARTICIPATION IN MEDIUM-SIZED TOWNS OF SERBIA Anđelka Mirkov	355
URBAN PROBLEMS OF HILLY AND MOUNTAINOUS RURAL SETTLEMENTS IN NIŠ MUNICIPALITY Milica Igić, Petar Mitković, Jelena Đekić, Milena Dinić Branković	361

IMAGE, IDENTITY AND QUALITY OF PLACE I – PLANNING ISSUES

THE STRATEGIES OF PLACE-MAKING. SOME ASPECTS OF MANIFESTATIONS OF POSTMODERN IDEAS IN LITHUANIAN ARCHITECTURE Martynas Mankus	373
DESIGNING CENTERS OF SUBURBAN SETTLEMENTS IN THE POST-SOCIALIST CITY – NIŠ CASE STUDY Milena Dinić Branković, Jelena Đekić, Petar Mitković, Milica Igić	381
TRANSITION AND THE CITY: TRANSFORMATION OF URBAN STRUCTURE DURING THE POST-SOCIALIST PERIOD Dejana Nedučin, Milena Krklješ	389
POST INDUSTRIAL CITIES: CREATIVE PLAY - FAST FORWARD BELGRADE 2016 Eva Vaništa Lazarević, Marija Cvetković, Uroš Stojadinović	395
THE FUTURE OF OLD INDUSTRIAL AREAS - SUSTAINABLE APPROACH Anica Tufegdžić, Maria Siladji	405

CREATING IDENTITY AND CHARACTER OF NEW SETTLEMENT FORMED DUE TO GROWTH OF THE CITY- ON THE EXAMPLE OF PODGORICA Ema Alihodžić Jašarović, Edin Jašarović	413
SPINUT-POLJUD RESIDENTIAL AREA IN SPLIT, CROATIA Vesna Perković Jović	421
IMAGE, IDENTITY AND QUALITY OF ZAPRUĐE HOUSING DEVELOPMENT IN NOVI ZAGREB Ivan Milnar, Lea Petrović Krajnik, Damir Krajnik	429
URBAN IDENTITY OF BORDER SPACES. CONSTRUCTING A PLACE IN THE BORDER CROSSING BETWEEN SPAIN AND MOROCCO IN CEUTA Belen Bravo Rodriguez, Juan Luis Rivas Navarro, Alicia Jiménez Jiménez	435
ZEITGEIST & GENIUS LOCI: TRADE VALUE AESTHETIC AND WEAKNESS OF AUTHOR'S IDENTITY IN RECENT SERBIAN ARCHITECTURE Aleksandar Kadijević	445
IMAGE, IDENTITY AND QUALITY OF PLACE II – PUBLIC SPACES	
PRESERVING PLACE MEANING IN FUNCTION OF TRANSFORMATION OF OPEN PUBLIC SPACES Ana Špirić, Sanja Trivić	455
STREET LIFE DIVERSITY AND PLANNING THE URBAN ENVIRONMENT. COMPARATIVE STUDY OF SOFIA AND MELBOURNE Silvia Chakarova	463
TRANSFORMATIONS AND PERMANENCE OF REPUBLIC SQUARE Stefan Škorić, Milena Krklješ, Dijana Brkljač, Aleksandra Milinković	473
THE IMAGE OF THE CITY VS. SEMI-PUBLIC SPACES OF SHOPPING MALLS: CASE STUDY OF BELGRADE Marija Cvetković, Eva Vaništa Lazarević	481
THE MARKET HALL OF PÉCS Balazs Kokas, Hutter Ákos, Veres Gábor, Engert Andrea, Greg András, Sike Ildikó, Alexandra Pető	489
INNOVATIVE PUBLIC SPACE REHABILITATION MODELS TO CREATE CONDITIONS FOR COGNITIVE - CULTURAL URBAN ECONOMY IN THE AGE OF MASS INDIVIDUALISATION Katarzyna Bartoszewicz, Piotr Lorens	497
ILLUMINATION OF FACADES OF PUBLIC BUILDINGS IN NOVI SAD AND ITS IMPACT ON SPATIAL PERCEPTION Dijana Brkljač, Milena Krklješ, Aleksandra Milinković, Stefan Škorić	507
COGNITIVE PERFORMANCES OF PEDESTRIAN SPACES Milena Vukmirović, Branislav Folić	515

IMAGE, IDENTITY AND QUALITY OF PLACE III – CONCEPT, METHODS, EDUCATION

THE CRIMINAL CITY: URBAN RESET AFTER "COLECTIV" Agelica Stan	527
TOWARD THE ULTIMATE SHAPE-SHIFTER: TESTING THE OMNIPOTENCE OF DIGITAL CITY Aleksandra Stupar, Tatjana Mrđenović	535
MANAGEMENT OF URBAN IMAGE AS A TOOL FOR PLANNING. THE CASE OF THESSALONIKI Kleoniki Gkioufi, Eleni Gavra	541
VISIBLE AND INVISIBLE PROCESSES AND FLOWS OF TIME-SPACE OF ARCHITECTURAL AND URBAN CONTINUITY OF THE CITY Velimir Stojanović	549
FORMS OF CONTINUITY IN ARCHITECTURAL SPACE Petar Cigić, Milena Kordić	555
URBAN DESIGN EDUCATION FOR PLACEMAKING: BETWEEN COGNITION AND EMOTION Jelena Živković, Zoran Đukanović, Uroš Radosavljević	565
SKETCHBOOK AS AN ARCHITECTURAL DESIGN INSTRUMENT OF THE COGNITIVE CREATION PROCESS FOR THE QUALITY OF PLACE Igor Rajković, Uroš Radosavljević, Ana Zorić	573
THE MUSICALITY OF UNDULATING GLASS PANES IN THE CONVENT OF LA TOURETTE Marko Slaviček, Anja Kostanjšak	581
THE ROUTES OF DIGITALIZATION – FROM REAL TO VIRTUAL CITY AND VICE VERSA Miodrag Ralević, Tatjana Mrđenović	587
RESILIENCE OF PLACES	
A SHRED OF PLACE IN A DIGITAL ERA HUMANITARIAN DISASTER Pavlos Lefas, Nora Lefa	599
URBAN SPACES MORPHOLOGY AND MICROCLIMATE CONDITIONS: A STUDY FOR A TYPICAL DISTRICT IN THESSALONIKI Stella Tsoka, Katerina Tsikaloudaki, Theodoros Theodosiou	605
SPONTANEOUS DEVELOPMENT AND RESILIENCE PLACES – A CASE STUDY OF ELECTRONIC INDUSTRY NIS (SERBIA) Liljana Jevremović, Branko Turnsek, Aleksandar Milojkovic, Milanka Vasic, Marina Jordanovic	613
SUSTAINABLE MODEL FOR REGIONAL HOSPITALS IN HUMID TROPICAL CLIMATE Nataša Čuković Ignjatović, Dušan Ignjatović, Dejan Vasović	621

MATERIAL AND COGNITIVE STRUCTURES OF BUILDINGS AND PLACES AS INTEGRATED PATTERNS OF PAST, PRESENT AND FUTURE Dženana Bijedić, Rada Cahtarevic, Mevludin Zecević, Senaida Halilović	627
BOOSTING THE RESILIENCE OF THE HEALTHCARE SYSTEM IN BELGRADE: THE ROLE OF ICT NETWORKS Jelena Marić, Aleksandra Stupar	635
INTERCONNECTION OF ARCHITECTURE AND NEUROSCIENCE - RESHAPING OUR BRAINS THROUGH PHYSICAL STRUCTURES Morana Pap, Mislav Pap, Mia Pap	645
THE POTENTIAL OF URBAN AGRICULTURE IN REVITALIZATION OF A METROPOLIS Gabriela Rembarz	651
ADAPTIVE REUSE	
IMPROVING STRATEGIES FOR FUNCTIONAL UPGRADE FOR AN "INTEGRATED REHABILITATION" Francesca Guidolin	661
ADAPTIVE REUSE AND SOCIAL SUSTAINABILITY IN THE REGENERATION PROCESSES OF INDUSTRIAL HERITAGE SITES Sonja Ifko, Ana Martinović	669
REVEALING THE MONTENEGRIN KATUN AS A PLACE OF REUSABLE COGNITIVE TECHNOLOGIES Edin Jašarović, Ema Alihodžić Jašarović	683
INTERSECTIONS OF NOW AND THEN; IMPLEMENTATION OF ADAPTIVE REUSE AS CATALYST OF SPACE TRANSFORMATION Anja Kostanjšak, Nikola Filipovic	691
MULTIFAMILY HOUSING IN BELGRADE – ENERGY PERFORMANCE IMPROVING POTENTIAL AND ARCHITECTURAL CHALLENGES Nataša Ćuković Ignjatović, Dusan Ignjatovic, Bojana Stankovic	699
SPATIAL STRUCTURE OF THE SUBURBAN ZONES IN SELECTED ENTREPRENEURSHIPS NESTS OF THE TRICITY METROPOLITAN AREA Grzegorz Pęczek, Justyna Martyniuk-Pęczek	707
INNOVATIVE METHODS AND APPLICATIONS FOR SMART(ER) CITIES	
TECHNOLOGY AS A MEDIATOR BETWEEN MAN AND CITY IN THE CONTEXT OF CONTEMPORARY CHALLENGES Katarina Stojanović	725
CITY INTELLIGENCE INFORMATION MODELING Alice Pasquinelli, Silvia Mastrolembro, Franco Guzzeti, Angelo Ciribini	731
AN INTRODUCTION TO THE PHYSICAL PLANNING INFORMATION SYSTEM OF CROATIA AND NEW GENERATION OF SPATIAL PLANS Sunčana Habrun, Lidija Škec, Danijel Meštrić	739

THE CONCEPT OF SMART ARCHITECTURE IN SERBIA – ONE BELGRADE EXPERIENCE Dragan Marčetić, Andrej Josifovski	747
THE IDEA OF COGNITIVE CITY - A CHALLENGE FOR NEW TECHNOLOGY TO PROMOTE HEALTH Aleksandra Krstić Furundžić, Nikola Z. Furundzić, Dijana P. Furundzić	755
MIXED REALITY ENVIRONMENT AND OPEN PUBLIC SPACE DESIGN Aleksandra Đukić, Dubravko Aleksić	761
VULNERABILITY OF PUBLIC SPACE AND THE ROLE OF SOCIAL NETWORKS IN THE CRISIS Milena Vukmirović, Miroslava Raspopović	769
NEUTRAL GROUNDING POINTS WITHIN THE GENERAL DISTRIBUTION SYSTEM AS AN ELEMENT OF ENVIRONMENTAL PROTECTION Zorica Bogičević, Slobodan Bjelić, Bojan Jovanović, Milan Misic	779
THE ROLE OF COGNITIVE – CULTURAL ECONOMY IN CITY’S GLOBAL POSITIONING Sanja Simeunčević Radulović, Biserka Mitrović	789
URBAN MOBILITY, TRANSPORT AND TRAFFIC SOLUTIONS	
THE CONTRIBUTION OF ITS TO THE SAFETY IMPROVEMENT OF VULNERABLE ROAD USERS Bia Mandžuka, Ljupko Šimunović, Pero Škorput	799
BUILDING ENVIRONMENTAL PERSPECTIVE OF AIRCRAFT OPERATIONS AROUND BELGRADE NIKOLA TESLA AIRPORT Olja Čokorilo, Ivana Čavka	805
TRANSPORT PROJECTS AND PUBLIC PARTICIPATION Davor Brčić, Stjepan Kelcec-Suhovec	813
DISLOCATION OF THE EXISTING RAILWAY AND BUS STATION IN THE CITY OF KUMANOVO AND THEIR INTEGRATION INTO A TRANSPORT HUB WITH ADJOINING CONTENTS Mihajlo Zinoski, Medarski Igor, Stefani Solarska	817
THE IMPACTS OF TRANSPORT INFRASTRUCTURES ON URBAN GEOGRAPHY Federico Andrea Innarone	825
LIQUID LIFE: A RELATIONSHIP BETWEEN VULNERABILITY AND MOBILITY – THE CONSEQUENCES FOR A SUSTAINABLE CITY, StevanTatalović	831

THE IMAGE OF THE CITY VS. SEMI-PUBLIC SPACES OF SHOPPING MALLS: CASE STUDY OF BELGRADE

Marija Cvetković¹

Teaching Assistant, Department of Urban Planning, University of Belgrade - Faculty of Architecture, Bulevar Kralja Aleksandra 73/II, marija.cvetk1@gmail.com

Dr Eva Vaništa Lazarević

Professor, Department of Urban Planning University of Belgrade - Faculty of Architecture, Bulevar Kralja Aleksandra 73/II, eva.vanistalazarevic@gmail.com

ABSTRACT

In shopping malls, which lately have become one of the basic characteristics of cities, behavior and interactions are defined by the primary purpose of this space - consumption. Potential interactions are reduced to temporary, superficial formal communication. Simulation of city streets with shops and small squares, where cafés are covered by the roof of the shopping mall, takes over the role which downtown had, until recently. This paper is presenting in which ways shopping malls may simulate the city center to legitimize itself as a public space. How do shopping "cities" transform relationship of internal and external, public and private space? The paper aims to explore the ways in which the inner space of these centers dictates behavior of visitors and shape the way they spend their free time. What is the new image of the city that these centers create? It examines the issue of sustainability of architectural objects in addition to its primary function; at the same time can have a strong position in the communication, representing the tools of communication and carries the meaning in the service of consumption, marketing, promotion and spectacle. The role of cultural space of the mall, as a quasi-space is explored with the case study method of two dominant shopping malls in Belgrade. The study refers to dominant phenomena in architecture, which is the result of the influence of classic consumption power. The goal of the paper is to access important issue of different representation of an architectural experience in reality in relation to the experience of architecture through the mass media.

Keywords: shopping mall, identity, marketing, semi-public space, Belgrade

INTRODUCTION

During the last decade, as a visual sign of giving place the production process before the consumer amenities, shopping centers are starting to dominate the center of cities and suburbs. Victor Gruen as the architect of the first shopping mall proposed *mall* as a basic unit of urban planning, where the mall becomes a multi-purpose city center. He identifies shopping as a part of a larger network of human activity, arguing that the selling would be better if the commercial activities were integrated into the cultural as well as entertaining activities. Gruen saw designing of shopping malls as a way of producing new urban centers or, as he called them "shopping towns." He was encouraging designers to program a shopping mall, in which many activities

¹ Corresponding author

3rd INTERNATIONAL ACADEMIC CONFERENCE

would be included, cultural, artistic, as well as social events. He called this social integration of commercial activities "architecture of the environment."

Presence of the square and city streets representing a symbol of the real city content is what reminds us of Gruens idea in every shopping mall. Shopping centers have encouraged the development of suburbs and became some kind of community centers; moreover, they have become a part of the American way of life causing changes in our daily lives and habits. Creating place for public, political, cultural and recreational events, and above all, places of leisure and socialization, they have become more than a "commercial city," but an alternative center of the city. In postmodern times former role of the square completely disappeared. To understand why, we should oppose city square as a meeting point with the modern shopping centers as a new "gathering point."²

SHOPPING MALL IS TAKING OVER MAIN CONTENT OF THE CITY

An increasing number of activities related to the traditional contents from the city center, such as work, play, shopping, recreation, public protests,³ culture, entertainment, health and education services are transferred to the "mall."⁴ These activities include even tourism, which was previously related exclusively to landmarks of urban city. The mall is a physical frame - the shell for the content, which is changing according to the capacity and content that is needed. The mall is no longer just a shopping center, but it becomes a city center itself. With evolution of the shopping center, the mall space becomes a meeting place and place of leisure activities, which is justifiably touted as social place⁵. Although commercial functions continue to dominate, the designers of shopping malls are starting to create spaces for a variety of clients such as sports and athletic clubs, banks, offices, medical centers, hotels, and even a ski resort (Dubai, "Mall of the Emirates"⁶). Malls are becoming the place of growth for cultural institutions such as libraries⁷, museums⁸, theaters, cinemas or civil services as a branch of the city government, post office⁹ etc. However, this undeniable social vibrancy can be interpreted as a significantly limited one: although malls have become gathering places and held parties and shows, some of them even adopted churches, offices, administration, libraries and schools. But "unlike the bazaar, the mall is neither public place, nor a free market."¹⁰

² Srećko Horvat. *Znakovi postmodernog grada: prilog semiologiji urbanizma*. (Zagreb: Naklada Jesenski i Turk, 2007): pp. 124.

³ The owners are rigorous when it comes to this situation and respond to it by calling the police to disperse people from the shopping mall (private property, which is presented as part of social life).

⁴ *Shopping centre or shopping center, shopping mall, or just mall*, are synonyms. *Shopping center* in USA popularly is called *shopping mall* (Ritzer, 1999.), the term is used for to indoor, air conditioned and insured sales area *mall* (Underhill, 2005)

⁵ Besides shopping, numerous services and catering, mall offer a culture, entertainment, theme parks, aquariums, recreational facilities and more. For example, Mall of America, Bloomington, Minnesota, was built in 1992 with an area of 390 000 square meters. Annually attracts more visitors than Disney World, Graceland and Grand Canyon together (Underhill, 2005.:21).

⁶ Latest trend in the Emirates, which once again confirms the interweaving of these sectors, is merging of hotels and shopping centers (eg. *The Sofitel City Centre Mall*, then *Kempinski Mall of the Emirates*- which, in addition to a shopping mall is connected with the indoor ski Resorts), which is not common in other parts of the world. It only confirms the intertwining of trade (retail) and tourism. Seemingly similar concept was accompanied by Zira, a complex composed of Zira hotel and shopping center in Belgrade, although it is essentially not the same approach, nor the business of the same size.

Source: Стратегија развоја трговине Београда, 3 part, pp. 199.

⁷ In 2001 King County Library System, one of the largest circulating library in the United States, opened a library in the mall Crossroads Mall in east King County, after the owner contacted and offered space. After that, trend was adopted by other shopping centers across America.

⁸ One of the first museum inside shopping center in the United States is the Hungarian Museum of cultural heritage in "The Galleria" in Erieview Mall, Cleveland, Ohio. Museum, under the sponsorship of the Hungarian Association for the Protection of Cultural Heritage was opened March 15, 2003. There are also museums such as the Museum of rock-n-roll at a shopping complex in Barcelona (2011), the first museum of ice in the shopping mall in Istanbul (2010), Museum of pop-culture in a shopping mall in Phoenix (2011) and others.

⁹ One of the shops in the shopping center Ušće is post office.

¹⁰ William S. Kowinski. *The Mall of America. Travels in the United States of Shopping*. (USA: Xlibris Corporation, 2002): pp. 432.

CHARACTERISTICS OF URBAN DEVELOPMENT

A general phenomenon¹¹ is that the numerous contents of the center are disappearing along with the opening of the new shopping center. The shopping mall is primarily a non-place.¹² Marc Augé, who defined this term, indicates that the super modernity is producing non-places, which are transit and anonymous spaces that allow the fast flow of a larger number of individuals. Since they are deprived of identity, history and meaning as a social construct, non-spaces are not anthropological places. With transition of functions, which are primarily intended for an open public space into pseudo premises of the malls, purpose of the square is lost. The streets and the squares of the shopping mall have been designed to create the impression that these are public spaces. However, it is a privately owned space with movement restrictions and controlled behavior of consumers, with selective access and video surveillance. The privatization of public space with the appearance of so-called *semi-public space*, spaces that are only seemingly public is the general trend in modern society.

MARKETING TRICKS

The advertising message aims to be detected, understood and remembered. Mechanism of persuasion is one of the most important instruments and tools that advertising message uses. Slogans advertising the mall should awaken the public experience of the shopping center as an urban center, the center of social life, entertainment, recreation, and not just shopping experience. The obvious examples in Belgrade are slogans: "Ušće shopping center - the new center of the city", "Delta City", "Stadion shopping mall - two passions in one place" (football stadium on the roof of the shopping center). Shopping centers become "a new city centers", where is "the best party in town." With organization of special happenings that are related to certain events throughout the year, such as Easter, New Year's Eve and Christmas, visitors are enabled to feel the spirit of these events like nowhere else in the city.

In this paper the way of how shopping malls in Belgrade are presented to consumers will be explored with the case study method of two dominant shopping malls in Belgrade on samples taken from their websites.

Example of shopping mall Delta City

The value system that promotes randomly selected parts of the narrative program of this shopping mall is the focus of this analysis. On the web site of Delta City in the "About Us"¹³ section, there are a few topics that are being explored:

"Since its opening, this first real shopping mall in Serbia has been the main destination of choice for all those who would like to switch the busy city streets with pleasure."¹⁴

It seems useful, relaxing and healthy to switch the busy city streets with pleasure. However, this shopping mall is situated in the middle of busy streets and crowds, and numerous activities and facilities offer just a replacement for the hustle and bustle of the city inside the cloistered shopping center. Shopping centers are becoming increasingly similar to traditional city centers and their owners cease being mere traders and become builders of new, controlled urban areas, which take precedence over the streets of the city center because they provide a higher order, cleanliness and safety, as well as an ideal climate without frost, rain and heat. Maybe for

¹¹ Борис Костуранов. „Отворено о јавним просторима – чији су јавни простори“. *Отворено о јавним просторима*, рр. 42.

¹² The author (Marc Augé) defines the non-space of the city as a space that unlike the city can not be identified either as with identity, not as a relational, not as historical space. Non-space are the places of alienation, spaces that occur as a result of post industrial and networked information society.

¹³ http://www.deltacity.rs/info/about_us.38.html

¹⁴ Ibid.

3rd INTERNATIONAL ACADEMIC CONFERENCE

someone sitting on a bench in an artificial reality of a shopping center is nothing more unnatural than sitting on a park bench.

„Many shops, a multiplex cinema, a big children's playground, cafés and restaurants - all this together makes your shopping, dining and socializing a top fun experience. This is why the International Council of Shopping Centers (ICSC) announced Delta City as the best shopping mall in Europe, out of 41 competing shopping malls from 19 countries.“¹⁵

We meet with the untruth: Delta City has incorrectly presented their award. The award, which has been assigned, was shared with four shopping malls in Europe which received the identical reward for "new development" in 2009 ICSC¹⁶ in the category of medium-sized centers. A total of 19 shopping centers in Europe received ICSC award in different categories of awards in 2009.

"Living up to this award, this city in a small package makes its 'citizens' happier every day with new offers. That's why Delta City is more than just a shopping mall. It's a lifestyle"¹⁷

Delta City calls consumers "citizens" because, following the example of Western countries, Belgrade citizens have succumbed to the trend of visiting shopping malls in the all-day "trips".¹⁸ Reproducing the city within its walls shopping center states that experience of the city is safer and cleaner in the climate-controlled and safe conditions, then on the real streets outside¹⁹. Thus, the city is slowly distorting into the interior spaces, simulating in the manipulative and seductive way urban, fantastic and vital space. The disappearance of public space, the emergence of pseudo-public spaces with limited access occurs simultaneously with the aggression of commercial culture and emergence of cultural spectacle. "The difference between the public and pseudo-public space is that the pseudo-public space represents a privatized public sphere. It, however, seems like a public sphere, but the rules of the game are defined in a way that there are not many "public potentials."²⁰ Among the first, notion of pseudo-public space was introduced by Mike Davis, explaining them as a special kind of public space where the admission and behavior of people are strongly constrained by a strong security system. Davis, explaining the fear of the crowds, said "the designers of malls and pseudo-public space attack the crowd by homogenizing it. They set up architectural and semiotic barriers to filter out 'undesirables'. They enclose the mass that remains, directing its circulation with behaviorist ferocity. It is lured by visual stimuli of all kinds, dulled by muzak²¹, sometimes even scented by invisible aromatizers."²² Davis presents an image of the total detention, which is the result of the city planning besieged with the security measures. Unlike the public space in the mall there are no dark, unsafe narrow streets. Significant development strategy is the development of shopping centers in the form of public spaces, but this creates only an illusion of "openness". Shopping centers are largely private, closed and guarded premises: pseudo-public spaces.

Example of shopping mall Ušće

The opening of the shopping center Ušće was accompanied by a marketing slogan: *The new city center*. In this sentence, as a basic text element of the campaign, a tendency to promote a specific cultural landscape clearly identifies. The consumer society, through diverse forms of

¹⁵ Ibid.

¹⁶ ICSC European Shopping Centre Awards 2009

¹⁷ http://www.deltacity.rs/info/about_us.38.html

¹⁸ Starting a day in the coffee shop, then going window-shopping, and if they get hungry they have restaurants, choosing from the traditional Serbian food to Thai food, and after that they can even spend a night at the cinema or bowling alley. And all this in one place – shopping mall.

¹⁹ Margaret Crawford. „The World in a Shopping Mall“ u M. Sorkin (Ur.), *Variations on a Theme Park: The New American City and the End of Public Space*(3-30). New York: Hill and Wang, 1992.

²⁰ Srećko Horvat. *Znakovi postmodernog grada: prilog semiologiji urbanizma*. (Zagreb: Naklada Jesenski i Turk, 2007): pp. 139.

²¹ *Muzak* is recorded music that is played quietly and continuously in public places, such as airports, hotels, and shops, to make people feel relaxed

²² Mike Davis, "Fortress L.A." *City of Quartz: Excavating the Future in Los Angeles*. New York: Vintage Books, 1992, pp. 180

shops and multifunctional complex, developed concept of the *city inside a city*. Similar to the natural surroundings of the historical center, the "new" cities are now surrounded by the built urban structures.

"Shopping is the ultimate pleasure and USČE Shopping Center, the new city center - a favorite destination that offers all the best in one place."²³

Shopping malls as closed boxes mimic the city center with minimal participation in the immediate surrounding area. The fact is that each of them is trying to keep their customers as long as possible, and, for this reason, music is playing in the parking lot, there are restaurants, bars and other leisure and entertainment opportunities. Almost all newest shopping malls have kindergartens where immediately after arrival customers can leave children and enjoy shopping undisturbed (Horvat connects that to the phenomenon of total space, especially important for the quality of today's postmodern construction).²⁴

"Here you can spend your free time with your loved one, family or friends while shopping or relaxing and socializing – choose by yourself. While you are shopping, professional animators take care of the children in the children's playroom where children can socialize and meet with their peers. After a superb shopping, you can freshen up in one of the cozy cafes or restaurants and enjoy various dishes and outstanding service."²⁵

The idea of the shopping center is compressing and intensifying public space by placing all necessary facilities under one roof, while those in the city are at a much greater distance. The mall is incorporating more and more of the city inside its walls. In this way, having access to all the necessary facilities, the need of the purchaser to return to everyday life is reduced, and shopping becomes recreational activity, and shopping mall a shelter.²⁶

SHOPPING MALL AS CITY CENTRE

The interior of the shopping centers are organized as the urban matrix, with streets and squares. The various events, exhibitions, performances, promotions, concerts etc. are organized on the streets of the shopping malls from time to time. The interior is furnished in a way that it resembles the urban space: benches are placed along the promenade, nature elements are deployed throughout the mall. To create the illusion of the urban environment and public space (outside of which there is no other public space) everything is arranged so that the corridors of the shopping center are converted into a pedestrian zone, street, square, park, public space. On the site of Delta City is written:

"In its dazzling modern interior, filled with palm trees and bathing in light, many visitors find enjoyment on working days, weekends and holidays, seven days a week, from 10 a.m. to 10 p.m."²⁷

Plants²⁸ are here to refresh interior as a reminiscent of nature, while on the other hand, the nature in an unnatural environment "the presence of nature, albeit tamed in a garden setting, naturalizes consumption, and mitigates the alienation inherent in commodity production and consumption."²⁹

²³ <http://www.usceshoppingcenter.com/en/page/1/about-us>

²⁴ Srećko Horvat. *Znakovi postmodernog grada: prilog semilogiji urbanizma*. (Zagreb: Naklada Jesenski i Turk, 2007): pp. 128

²⁵ <http://www.usceshoppingcenter.com/en/page/1/about-us>

²⁶ Margaret Crawford. „The World in a Shopping Mall“ u M. Sorkin (Ur.), *Variations on a Theme Park: The New American City and the End of Public Space*(3-30). New York: Hill and Wang, 1992: pp. 22.

²⁷ <http://www.usceshoppingcenter.com/en/page/1/about-us>

²⁸ In order to create a more natural environment in large shopping malls, designers are building spacious gardens with all the characteristics of real. Goss (1993: 44) gives an example of Tyson's Corner in Virginia, whose administration has selected 29 large palm trees that were excavated in Florida and kept for 18 months in the shade in order to acclimatize to the conditions inside, before they are placed in the interior of the shopping center.

3rd INTERNATIONAL ACADEMIC CONFERENCE

Shopping centers become the center of social, economic and cultural life. All events that are common for public space - gathering in front of the cinema, on the corner, a former walk from shop to shop in shopping streets –it all takes place on private land: the corridors of the shopping center.

CONCLUSIONS

Shopping mall, formed as an artificial center inside vast American urban sprawls, structurally does not correspond to European cities. There is a good reason that closed shopping malls are successfully replacing open public spaces in cold climate countries, like Canada. South European countries, nevertheless, are still resisting American thrust and artificial forms of consumerism. However, there was an additional transition shift in Serbia, and after that adopted American principle of false concentrated people gathering expanded to shopping malls instead of public squares.

The recent economic decline in Serbia extinguishes glow of consumerism from few decades ago. Only the largest and strongest shopping malls survive, while small local malls formed inside former department stores are shutting down. Former local shopping centers like *Siti pasaž*, *Staklenac*, *Stari Merkator*, *Čumićevo Sokače*, *Robna kuća Beograd* are an example of former glory and carriers of consumerism in Belgrade in 70's of last century. Central axis of false consumerism in the era of global economy crisis in above-mentioned two shopping malls in Belgrade are low and middle category of consumer goods originated from Asian countries. Although, as a reaction to that, new shopping streets of high-class consumerism and elite are formed. For example, Kralja Petra street in Belgrade is intended for a small percent of wealthy people in Serbia.

By simulating the city, malls are adopting the criteria of the city in the marketing and becoming legitimized through it, falsely declaring itself as a public space. Squares and streets in these pseudo-public spaces are presented as symbols of the real city facilities. What was once a public square, a gathering place for citizens and collective cohesion - today is the shopping center, the pseudo-public space in which private interests completely overshadow any public office, and citizens are welcome as long as they adhere to established (consumerist) forms. Shopping center causes a certain structure, behavior, actions and attitude of consumers and it defines aspects of the purchase. In this sense, the consumer expects certain homogeneity of the population. Purchases are motivated by qualitative factors combined with the implementation of free time, and the feeling of comfort and satisfaction. The malls are trying to imitate urban centers, to retain customers as long as possible, but are minimally involved in the vicinity. But imitation of physical context leads us to the negligence of new layers of culture, new needs, new constructions, and sensibility, even to the negation of any developed and transformed identity.

REFERENCES

- Crawford, Margaret. „The World in a Shopping Mall“ u M. Sorkin (Ed.), *Variations on a Theme Park: The New American City and the End of Public Space*(3-30). New York: Hill and Wang, 1992.
- Davis, Mike. "Fortress L.A." *City of Quartz: Excavating the Future in Los Angeles*. New York: Vintage Books, 1992.
- Goss, Jon. „The "Magic of the Mall":An Analysis of Form, Function, and Meaning in the Contemporary Retail Built Environment“, *Annals of the Association of American Geographers*, Vol. 83, No. 1. (Mar., 1993), стр 18-47.
- Horvat, Srećko. *Znakovi postmodernog grada: prilog semiologiji urbanizma*. Zagreb: Naklada Jesenski i Turk, 2007.

²³Jon Goss. „The "Magic of the Mall": An Analysis of Form, Function, and Meaning in the Contemporary Retail Built Environment“, *Annals of the Association of American Geographers*, Vol. 83, No. 1. (Mar., 1993), pp. 18-47., pp. 36

Костуранов, Борис. „Отворено о јавним просторима – чији су јавни простори“. *Отворено о јавним просторима*, стр. 42-46.

Kowinski, William S. *The Malling of America. Travels in the United States of Shopping*. USA: Xlibris Corporation, 2002.

Ožе, Mark. *Nemesta: Uvod u antropologiju nadmodernosti*, превод: Ana A. Jovanović. Beograd: Krug, 2005.

Попадић, Милан. „Знак на Ушћу“, *Синтезис*, 2009, стр 15-30.

Ritzer, George. *McDonaldizacija društva. Istraživanje mijenjajućег karaktera suvremenog društvenog života*. Zagreb: Naklada Jesenski i Turk, 1999.

Ritzer, G. i Stillman, T. The Modern Las Vegas Casino-Hotel: The Paradigmatic New Means of Consumption. *Management*, 4(3), 2001.

Underhill, Paco. *The Call of the Mall: The Geography of Shopping*. New York: Simon&Schuster. 2005.

Стратегија развоја трговине Београда, 3 део.

http://www.deltacity.rs/info/about_us.38.html, Accessed February 3, 2016

<http://www.usceshoppingcenter.com/en/page/1/about-us>, Accessed February 3, 2016