

Invisible Shopping Mall

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Invisible Shopping Mall

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Long live in the Great Shopping Kingdom,
let me forget myself is the customer, or the staff here.

Unexpectedly, hidden beneath the ritzy streets of Cheongdam is a little secret: a market showcasing fresh produce, handmade traditional treats and wines from varying provinces throughout the city.¹ Just one platform away, we can get a hundred choices of food from the subway cars with great metro ventilation system, heating system and lighting system even not leave the station.

When I first step into the subway car, a 40 year-old lady asked me kindly, "Would you like some salmon?" I looked up and down to her and saw the plastic boxes on a folding table, said, "Yes, thank you." "We just got it from the sea an hour ago." So I bought fresh salmon for my girl in hospital. Normally I used to leave my office to take a subway to shops, after finishing shopping back to subway again and back home. Now I just get back home with their fresh food. It saves my time. I stopped in the Station Hospital. Thanks to removing all seats in front of the venders, I could have space to leave.

Before leaving the station, a few people were using their mobile phones scanning the new products on the safety wall of the platform. This is a virtual shop² operating by Tesco which is a British multinational grocery and second-largest merchandise retailer in the world measured by profit. By scanning the barcode with our mobile phones, the products will be sent home within half hour. Advertisements become selling in this station. I could imagine that shops could benefit from huge amount of passengers in peak hours. With knowing the lower investment but higher value comparing to retail shops, virtual shopping would definitely sweep the world soon. When the change of time, the way of the products display would be other than lying on shelves.

Since shopping was first introduced into hospitals, it would be one of the must visiting places in the hospital for visitors. Like Medisch Centrum Haaglanden³, we could buy gifts and flowers for the patients inside the hospital that it does give a great convince for visitors. For the reason that hospital shops are for visitors, they always locate near the entrance of the hospital.

But nowadays hospital shops are not only for visitors, but also for patients. Like my girl's hospital, architects design a garden healing shop for patients. It combines garden with glass roof and grocery shelves, which reminds me the green house in Keukenhof⁴. If I could not find my Shopaholic girl in the patient room, I must find her in this shopping garden of the hospital. Comparing to the shops in Medisch Centrum Haaglanden, this mall is a paradise. It gives the feeling that most often gardens are set apart from the pressures of ordinary life for pleasure and contemplation.⁵

"Dad, I'm here." I had been right that she was in the shopping garden. I reached her in the thick growth of high grass. She hugged me and said, "Dad, I found a rabbit. She's cute. Can I have it?" "Did you take the medicine on time?" "Yes, I did." "Great Nancy. You can have it. Do you see what's this? Dad brings you Nancy's favorite salmon." With my girl's kiss, she said, "Love you, Dad. I want a cola as well." I went to the pond next to lawn and picked up a cola from the bottom of the pond. When I opened it, my phone alerted – I got the payment message of a cola and a rabbit. "Nancy, did you finish your home work?" "Dad, I'm a patient. It's my right to have rest. But if I finish it, can you buy me a tree cake?" Nancy was studying in a Shopping primary school⁶ in which she can choose her preferred subjects. In school, a tree cake is Nancy's favorite. Because it sales by a company called Sodexo, it services many sectors including private corporations, government agencies, schools from elementary through university, hospitals and clinics, assisted-living facilities, military bases, and correctional facilities. I should not let her learn bargaining. "Babe, you are going to be a good businessman." She smiled again when I picked her up and lifted her on my shoulders. "Let's go to the zoo. Dad promise Nancy would take her there on Sunday." "Oh, yeah! Thank you, Daddy!"

We left the hospital and stopped a taxi. "Morning, sir. Where would your baby want to go?" said by the taxi driver with mechanical smile. "Happy Zoo, please." As soon as we got on the back seat of the taxi, Nancy opened the taxi selling box behind the driver's seat. "Dad, I haven't had marshmallow for a long time." "No more than one package." We paused at each traffic light, whilst some policemen came to different cars individually, "Gentleman, would you like some lunch box? We've got..." "No, thanks."

Finally we arrived at the zoo. Nancy loves zoo and she made friends with a dolphin 5 years before. "Nancy." "Mom." Two girls embraced together. "Mom, how's Flipper?" "Honey, she's fine. Come, she's just had food." Nancy's mom is a dolphin trainer and she has trained Flipper for 20 years since Flipper was born. "Ee, ee, eee." Flipper was glad to see Nancy and me. Nancy dressed in her swimming suit and jumped into the pool.

"Her smile is beautiful. She can't lose it."
Said with no worry on her face.

"Don't worry, honey. She won't. Today is the time."

"Today? Is it too soon? We should stay together for longer time."
She was still stiff.

"We have no time since the hospital set up the date for 'evolution.'
It's two week's later."

Evolution is a call for surgery of removing human emotion. People in this city who believe how emotion affects our logistic thinking would eventually cause a fatal mistake in one's business life someday. A lot of people like me born from the outside world escaped the evolution when we use up our money in this Kingdom. However I need to pretend I'm tourist in the city for not being suspected. But Nancy's mother failed.

"So today. Well, today."

“Nancy, you have heard about the out side world and how beautiful it is. Today is the time. You can go and stay there.”

“Really? Flipper, we can go to see the outside world.”

“E, ee, e.”

“Flipper would take you there.” Then we hug Nancy for a while and placed her on Flipper’s back with a bag of salmon and water.

“Daddy, Mommy, what happened?”

“Nancy, keep your smile. You will see a better world.” I said.

Nancy’s mom ran to open the gate to the sea and said, “Flipper, go, to a better world. Go.”

“Eeee, ee, ee, ee.”

“Go...oo.” She shouted.

“Eee...” Flipper drove Nancy across the gate.

“Bye, Nancy. Don’t come back. Keep your emotion. It’s your soul. You can be a good businessman outside.”

“I want Daddy and Mummy. Don’t leave me alone.” Nancy was crying.

“Nancy, someday you will understand. Someday you will know our city is fake and evil.”

We stayed there for a long time, without knowing the police came.

“From the moon you can see our Great Shopping Kingdom building as big as Australia. You will buy everything here even the weather.” The TV broadcasts the advertisement again, again and again...

The Ultimate Shopping Form is A City

- my comprehension of the story -

As time went on, shopping malls continued to implement various of programs to keep people stay longer or attract people to come. Like in the Mall of America⁸, sea life, theme park, mini golf, theatre and etc. have been introduced to people more than 20 years. The new shopping mall would be effected constantly by the trend of more diverse programs. Actually, once shopping mall provides housing program, it would convert shopping mall itself into a town but just in one building. When all the programs in the city were introduced into one giant mall, the mall should be called as a city. This would be exactly the moment that the mall is dead. Or we could say, the mall is not the mall any more but a city. (The Great Shopping Kingdom is the case.)

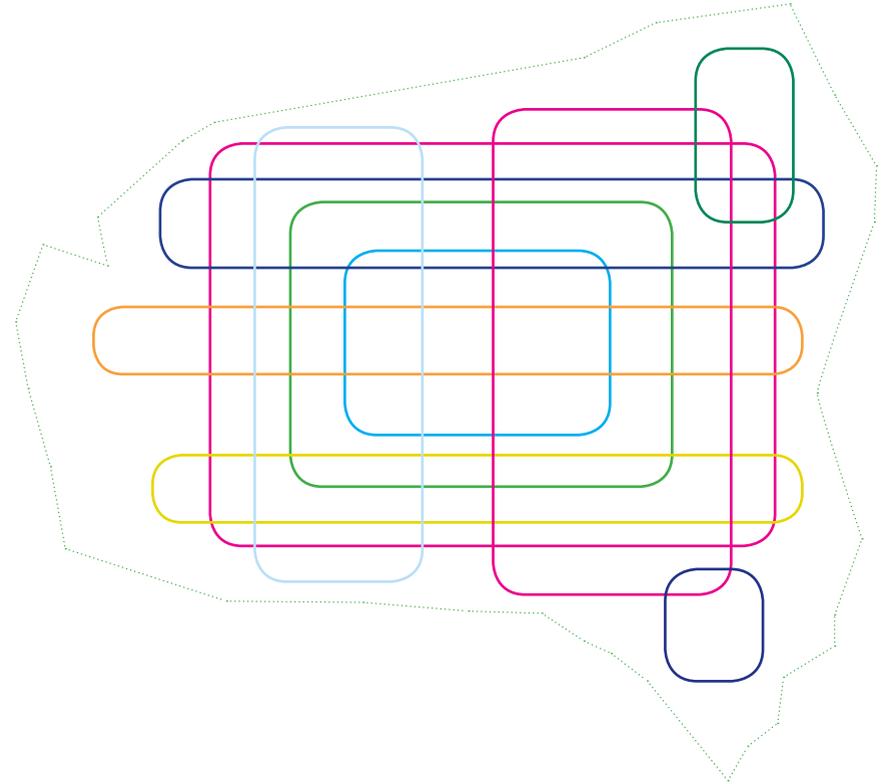
On the other hand, the trend is coming back to the life that we used to live in the old time. We introduce the shopping into different programs instead of adding different elements into shopping in one mall. Companies like Sodexo are trying their best to occupy more and more facilities in the city. If one company would purchase all these companies, a city would ultimately become a shopping mall. (The outside world of the Great Shopping Kingdom is in this case.)

Accordingly, the ultimate shopping form is a city. No matter how we escape from the situation, we would eventually reach the climax of shopping. And we may be trapped by it forever. Just like Nancy in the story, their parents thought she could leave the Shopping Kingdom to a better world. In fact she was not. With selling and buying, no one would be able to escape the shopping unless the communism⁹ comes.

The Illustration of Invisible Shopping Mall



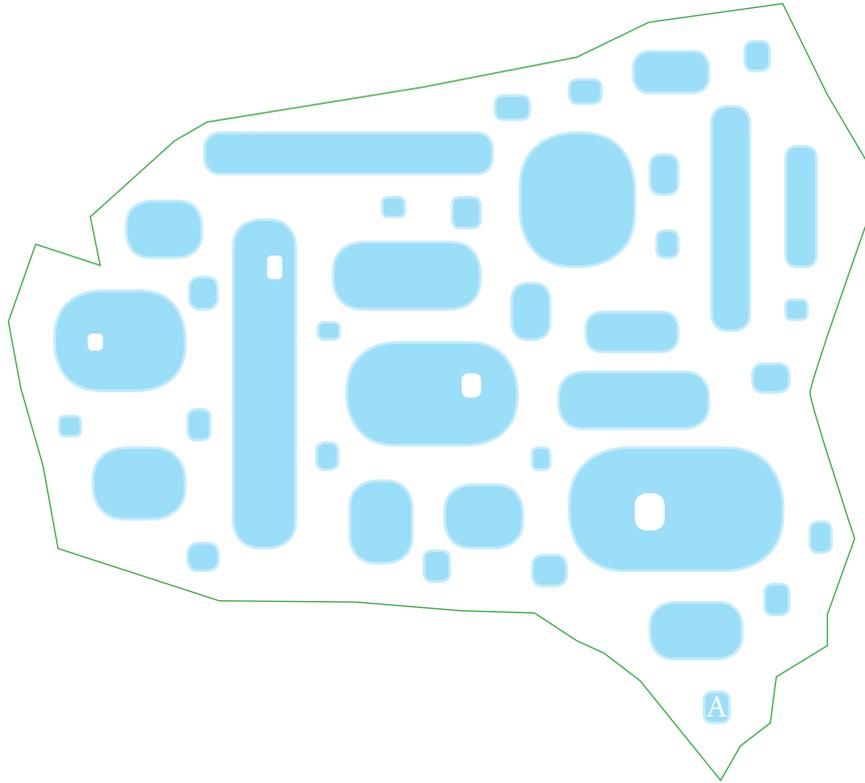
SUBWAY MAP
OF
THE GREAT SHOPPING KINGDOM



The Illustration of Invisible Shopping Mall

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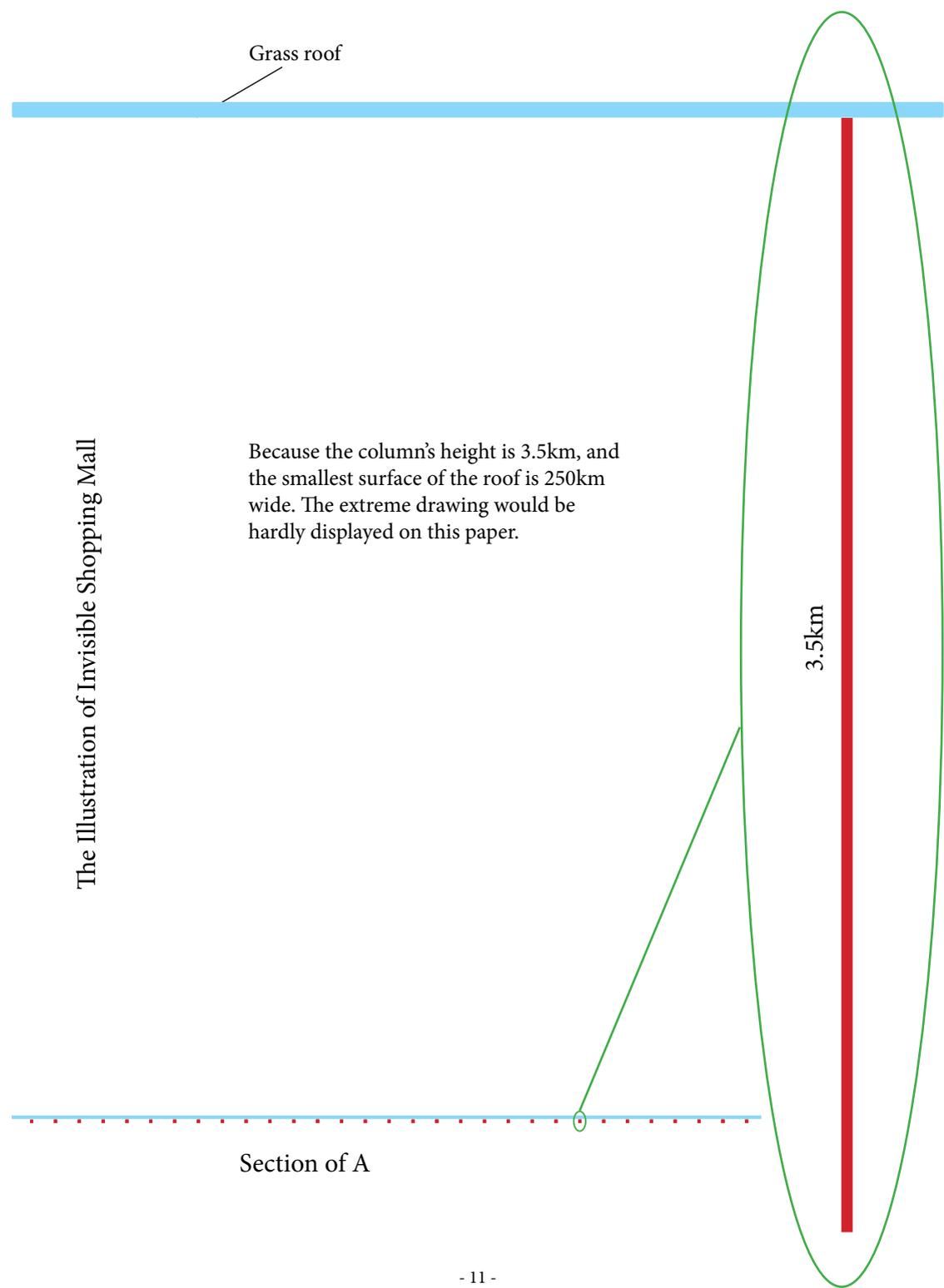
GLASS ROOFS OF THE GREAT SHOPPING KINGDOM



Because of these glass roof, the kingdom could control the climate.

The Illustration of Invisible Shopping Mall

Because the column's height is 3.5km, and the smallest surface of the roof is 250km wide. The extreme drawing would be hardly displayed on this paper.



Section of A

References:



1. Shopping in Subway cars,
Photo by Tor Rauden Källstigen for Seoulist
Website : http://seoulistmag.com/articles/read/Rail_Fare



3. Shops in Dutch Hospital – Medisch Centrum Haaglanden, the Hague, The Netherlands
Photo by Roy Yin
Website : <https://www.mchaaglanden.nl>



2. Tesco Homeplus Subway Virtual Store, South Korea
Photo by Zak Hoke
Website : <http://www.addicted-to-retail.com/blog/display/tesco-homeplus-subway-virtual-store-south-korea/>



4. Keukenhof is the world's largest garden located in Lisse, the Netherlands.
Photo by Roy Yin
Website : www.keukenhof.nl/

5. "Most often gardens...pleasure and contemplation".

The Book of Symbols, by Ami Ronnberg, Kathleen Martin, 2010, TASCHEN press

6. Shopping primary school is learned from the concept of a shopping mall high school, which was first introduced in the best-selling 1985 book, The Shopping Mall High School : Winners and Losers in the Educational Marketplace by authors Arthur G. Powell, Eleanor Farrar, and David K. Cohen.

7. The dolphin's name Flipper from a TV series

Website : [http://en.wikipedia.org/wiki/Flipper_\(1964_TV_series\)](http://en.wikipedia.org/wiki/Flipper_(1964_TV_series))



8. The Theme Park Food Court in Mall of America

Website : <http://www.mallofamerica.com>

9. Principals of Communism, Frederick Engels, 1847, Section 18 "Finally, when all capital, all production, all exchange have been brought together in the hands of the nation, private property will disappear of its own accord, money will become superfluous, and production will so expand and man so change that society will be able to slough off whatever of its old economic habits may remain."

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