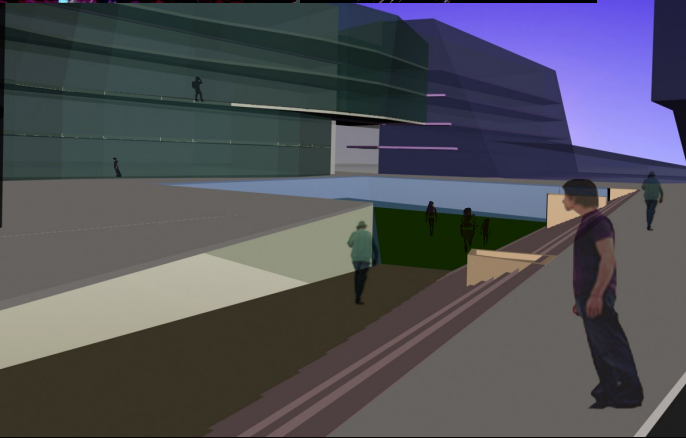
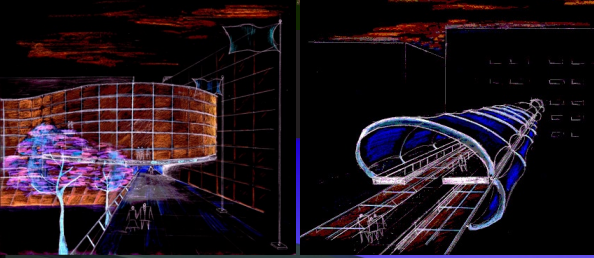


# Reworking Retailing Experiencing Downtown Food Retailing

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Galleria retailing along building



Food retailing plays a pivotal role as an attractor of people and in the creation of social identifiers within cities. The design sought to weave these attributes into a downtown setting of empty lots and semi-used buildings.

Structured around the creation of multi-use and easily reconfigurable public spaces, the design provides a multiplicity of experiences through diverse retailing ambiances ranging from the 'big box' to the specialist retailer. The customer experience is enhanced by providing varied options of usage of spaces, visual and social connections with the built environment and creating a urban model that has a positive impact for the downtown by enlivening and widening its appeal.

