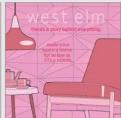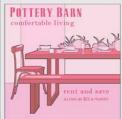Emily Hu and Miguel Roman
5/3/22

ARC505 Thesis
Syracuse University School of Architecture

Advisory Group: Terms and Conditions

Table of Contents

I. Contention

Part I: Contention

"Shop 'Til You Drop: A Mall-Fulfillment Center for Alternative Consumption" studies and proposes the next phase of consumer retail architecture. Drawing from the shopping mall and fulfillment center, two culturally significant typologies in retail architecture history, we developed Infinity Mall USA, a speculative mall (infused with fulfillment center logics) that proposes a new product-sharing system cloaked in consumer tactics and aesthetics. This thesis contends that the solution to the excessive waste of material-product culture is not to get rid of shopping entirely, but rather to change the process into a closed, contained loop. Material hedonist shopping pursuits can continue in its extreme forms but are completely contained and managed within Infinity Mall USA.

Part II: Consumerism at its Extremes

We began this study investigating consumerism in the United States as a whole, from examining entire chains of retail typologies to documenting tactics and strategies of consumer advertising.
In the end of this exercise, we developed two speculative world representations: 1. A hyper-consumerist world overrun by consumer processes, architecture, and e-commerce delivery systems and 2. A post/anti-consumerist world which entirely rejects consumerism, reverting to collective human labor and only the bare essentials of survival. The purpose of these exercises was to illustrate and speculate the state of the world in two opposite directions, whereby both become cautionary tales against the extremes.

Part III:

Whether it's a new iPhone, a pair of fashionable shoes, or a cute plushie, nearly everyone enjoys shopping and purchasing something. Shopping is known to boost personal serotonin in multiple ways: from the actions of searching, finding, and acquiring, to the release of dopamine from regaining a sense of control with purchases. Material goods can make people feel happiness, even if it's only temporarily. Not only can shopping make individuals happy, but it is also a social activity people participate in with friends and others, exemplified by mall culture in the 80s shown in popular American media. In the built environment, shopping is so significant, it has infiltrated nearly every aspect of our lives, from kiosks in airports to coffee shops in churches, studied in the Harvard Design School's Guide to Shopping. Shopping has become an organizer of social activity and space, which fundamentally dictates behavior and the way we interact with systems of commerce and product.

Despite the importance of shopping, excessive purchasing of retail goods has negative consequences on the environment, with 5 billion pounds of returned goods ending up in landfills in just the U.S. each year. Further, inventory transport creates 15 million metric tons of CO2 emissions each year. In 2020, Amazon delivered some 4.2 billion parcels, using excessive amounts of boxes, tape, and bubble wrap.

What is the solution to excessive waste from purchasing material goods? Perhaps the most obvious answer is the anti-consumerist one whereby we purchase only the materials we need and share with others as communes and intentional communities of the 70s, and even now, do, such as the Brotherhood of the Sun in California. However, this solution is

not appealing, if not off-putting to most individuals in the United States. The idea of co-living and sharing everything with limited to no material goods is, while idealistic in environmental regards, not something most individuals enjoy or want to participate in.

As such, we argue that the answer is not to get rid of shopping and consumer culture, but to alter and change it in a way which is still appealing to consumers. We aim to address the questions: "How can we make a more sustainable shopping without losing the cultural, psychological, and social benefits? Is there a way to continue enjoying material consumer culture and its hedonist pursuits?" As much as we may like to believe it, it is difficult and, even unideal, to imagine a world where we are entirely deprived of material possessions and shopping activities. Finally, where does architecture fit into this problem?

We began to research the history of shopping, specifically looking at retail-goods in the United States. Consumer culture in America began with the Main streets of Mom-and-Pop shops, which were overtaken by the advent of shopping malls after its creation in the 50s by Victor Gruen, who drew inspiration from European cities. Starting in the 90s, mall's role began to erode with new urbanist retail models, big boxes, financial crises, and eventually the rise of e-commerce. According to Finical Holdings, 76% of Americans are online shoppers. Two retail typologies in particular, the shopping mall and the fulfillment center, stand out in terms of impact and significance in retail architecture history. On the one hand, the shopping mall, which offered a huge social and cultural impact in physical shopping, is a dying typology as hundreds of malls are abandoned or near death across the country. The fulfillment center, on the other hand, is one of the fastest growing and significant retail typologies, with projected demand of some 330 million sqft in the next few years.

The mall is the typology we most commonly associate with shopping culture. Not only does the availability of dead malls and the question of "what to do with them" make the mall an ideal site of speculation, but their former status in crafting "shopping culture" offers greater potential in generating the next stage. Even now, fan pages of dead malls reminisce on the sadness and nostalgia of the malls and their magic. While there exist numerous projects and proposals to redevelop and revitalize dead malls, we argue that, few, if any, retain the identity, social significance, and logics of the shopping malls. Many proposals seek to transform the mall through reprogramming the shell into medical centers, education spaces, housing, and other non-shopping programs. While these efforts offer solutions to dying malls, they fail to revitalize the social and cultural significance of malls, eliminating the shopping program altogether.

However, in order to develop a speculative mall that is new and effective, we cannot simply retry the mall with its logics which have already become obsolete. As such, the fulfillment center, whose rise is associated with the mall's fall, offers logics of efficiency, organization, and variety which have made e-commerce so appealing. As such, just as the mall replaced main street by mining its logics, and e-commerce replaced malls by improving and expanding its logics, our study questions and speculates the next phase. First, how can we mine the logics of fulfillment centers and infuse them into a dying mall to create the next, more sustainable, place of shopping? Second, how can this new mall system learn from retail trends to encourage an alternative, sharing-based consumption that is often deemed unappealing? Our speculative proposal seeks to develop a product sharing system through mining the successes of these two previous shopping typologies. Further, it seeks to make this new sharing system appealing by concealing and cloaking its circular sustainability in consumer tactics and aesthetics.

II. Consumerism at its Extremes

In recent years, the intensification of e-commerce, accelerated and brought to the forefront by the Covid-19 pandemic, has dramatically altered the physical manifestation of our consumer economy; from the abandonment of shopping malls to the proliferation of fulfillment centers and self-storage facilities. Building typologies in the consumer economy, which center around logistics, efficiency, and branding, play a significant role in the urban, and suburban-realm, as well as in daily commercial activities. For instance, the fulfillment center typology is transforming both into million square feet facilities as well as dark stores which repurpose dying retail and office spaces, thus changing their relationships to the city and its inhabitants. Not only are changes in retail architecture an indicator of the transforming marketplace, but they also reveal sets of hidden socio-economic issues, from labor abuse and increased social stratification to overconsumption and pollution. This project exacerbates the logics and trends of consumer architecture to both extremes to develop "Hyper" and "Post" consumer imaginaries. Based on critiques delivered through projected design, a third, siteless world set in the near future, provides a platform that subverts, hacks, and resists a presupposed hyper-consumer world into a more sustainable model of consumption.

In the hyper-consumer imaginary, there exists no resistance to consumerism, allowing extreme growth of consumption practices, from fulfillment center takeovers and drone deliveries to extreme brand experiences and overflowing landfills. In contrast, the post-consumer scenario provides

Consumer architecture typologies influence and facilitate the modes of retail-good consumption.
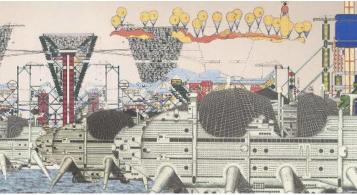
A. Exodus' - Koolhaas

Through drawing and collage, Rem Koolhaas' 1972 Architectural Association thesis illustrates a world in which people show no resistance to a metropolitan scale wall that contains the city. Through architectural intervention, a new urban culture is created.
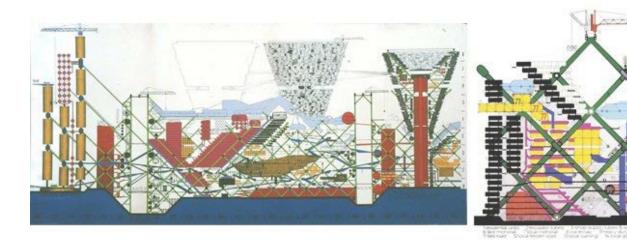
B. 'A Walking City' - Archigram

This 1960's Avant-grade group created a series of hypothetical worlds in which the advancement of technology and 'living' architecture could help keep cities thriving in the future. They focused on the evolution of architecture without the destruction of existing spaces and how it inhabitants would behave in such a future.

C. 'Plug-In City' - Archigram

Archigram looked at Plug-in City as a means to give personal freedom in the design of individual capsule homes. These would then be inserted into large-scale megastructures and could easily be replaced or enlarged if needed.

D. Drawing Architecture Studio

Through multiple overlapping drawing projections, Drawing Architecture Studio produces ways to document and critque the built environment and its social realities within contemporary urbanization. These highly dense drawings also illustrate multiple narratives set within the context.

To assess, understand, and learn from possible futures of shopping and retail-good consumption, we leverage accelerationist techniques on both ends of the extremes. The intention is to speculate and project what the landscape of consumerism might be should the system and associated typologies continue on two opposite tracks. By doing so, we argue through representation that both extreme worlds provide strategies and tactics for design, whether in influencing consumer behavior or limiting environmental damage, but at their extremes, both rather serve as a warning or cautionary tale against unlimited and no consumption.

Insofar, the hyper-consumer world imagines a siteless city whereby e-commerce and current trends in on-demand consumption are at their most extreme, where speed is of utmost importance and online fulfillment takes dominance. Key characteristics include infrastructure for high-speed delivery, including package rails, drone hives, and rampant fulfillment centers, as well as the rise of experience-based branding. Corporations advertise their product not through inventory, but through wild endeavors that promote their brand, such as Coca-cola log flumes, Apple ferris wheels, and Serta mattress movie theatres. From this world, we learn the design tactics which profoundly and successfully dictate consumer behavior in a world which is excessively fun and appealing, yet damaging and problematic.

The post-consumer world imagines the opposite; a world where all production and consumption of non-food retail goods ceases, resulting in a world of necessity-based living and collective contribution. Not only are all amenities shared, but all goods are turned into bricks to contain human sprawl and growth. In its extreme, all electricity is human powered, relying on primitive techniques for meeting basic needs. Ultimately, the environment is privileged and saved, but quality of life is low and labor intensive, despite supposed equality.

The *HYPER-CONSUMERIST* [Architecture] Manifesto

NO RESISTANCE!
 *to current consumerism

I. Buy what you want, as much as you want, whenever you want, and get it as soon as possible. The rise of e-commerce and fulfillment centers is **INEVITABLE!** Growth is a sign of human innovation, achievement, and speed.

II. Speed is necessary and is the new field of competition. Automation is faster and more efficient, so humans must **KEEP UP** with the machines' pace.

III. All **DYING** architecture will be relegated to support consumerism and e-commerce. This includes **DYING** malls, **DYING** offices, **DYING** big boxes, and **DYING** institutions.

IV. Hide away all undesirables: hide the production, hide the violations, hide the abuse. Consumers must be blind and **COMPLACENT.**

V. Brick-and-mortar retail must be **EXTRAVAGANTLY ENTERTAINING** and fun! Their purpose is not to stock inventory, but to be a catalog sold by a new experience.

VI. Retail brands will **EXPAND** into all forms of consumption, including but not limited to: recreation, amusement parks, arcades, spas, and film.

VII. Humans [workers] are made happy by **STUFF!** Purchasing power makes alienation from production worth the work.

The *POST-CONSUMERIST* [Architecture] Manifesto
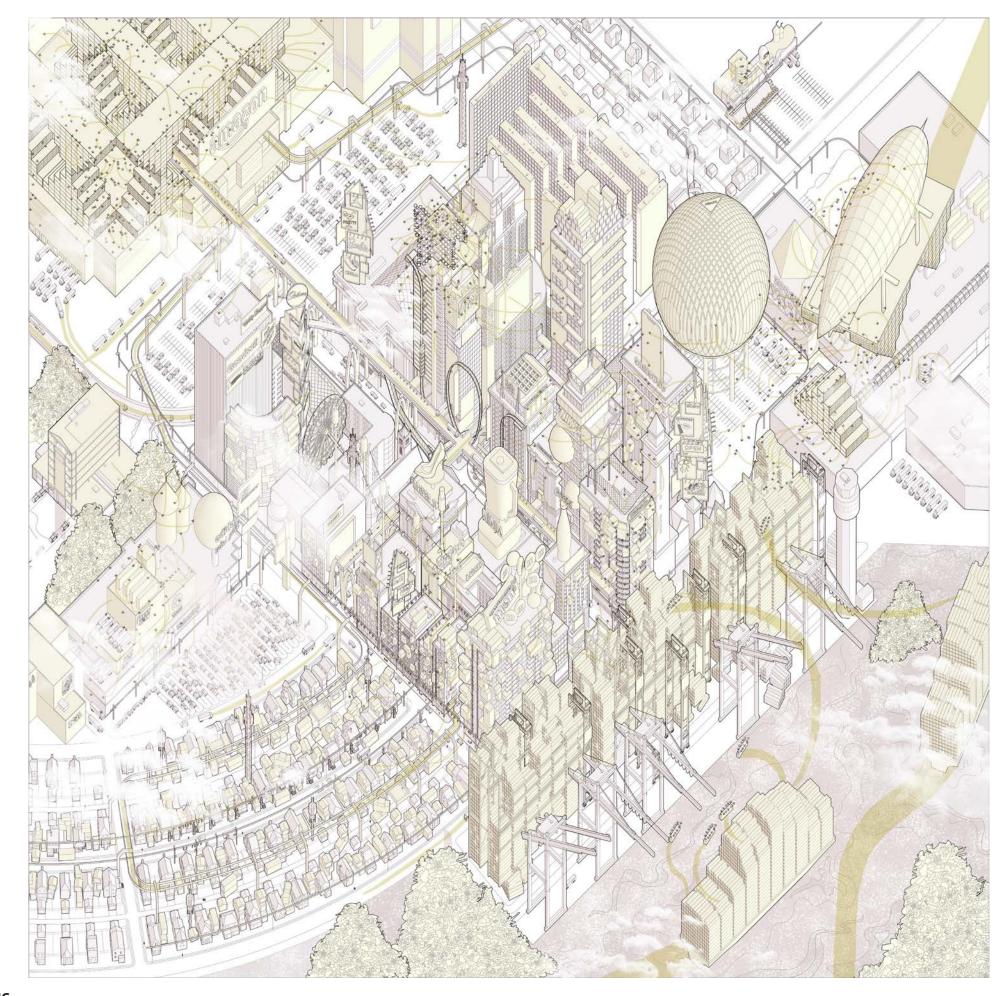
TOTAL RESISTANCE!
*to current consumerism

I. Stop buying anything and everything **NON-ESSENTIAL!** Production will stop if consumption stops. The rise of e-commerce and fulfillment centers can and will be **STOPPED!**

II. There is no need for anything beyond the necessities. All non-essential materials will go to the Non-Essentials warehouse where they will be turned into bricks to contain human sprawl.

III. Non-essentials will be **REPURPOSED** for ALL. Humans will live bounded by the wall, only allowing vertical building with old material.

IV. Big businesses, fulfillment centers, and retail are **NON-ESSENTIALS** and must be dismantled at all costs.

V. People must be **SELF-SUFFICIENT** and locally organized to meet essential needs and occupations, including farmers, doctors, teachers, transportation, and cleaners. **EVERYONE** will be essential.

VI. Happiness is not acquired through material possessions. Consuming is not **LIVING.**

VII. Everyone will contribute to generating electricity and agriculture for all. All amenities including kitchens, washrooms, dining, closets, etc. will be **SHARED.**

BUY MORE STUFF AND BE HAPPY.

TOWARDS A BRIGHTER FUTURE!!

amazon

BUY OUR PRODUCT

take amazon pay

NOW! NOW! NOW!

PERSONAL HAPPINESS
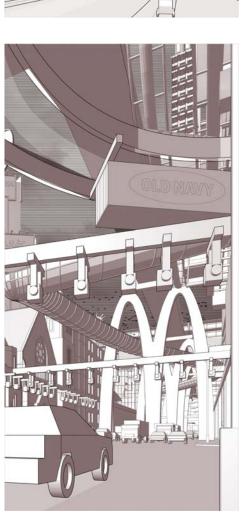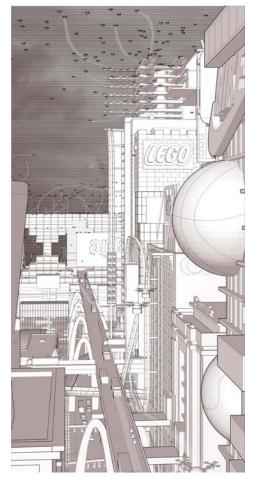
BE A HUMAN NOT A CUSTOMER START LIVING, STOP BUYING.
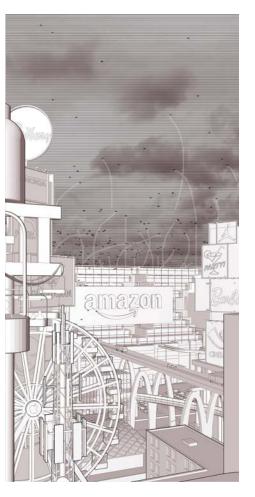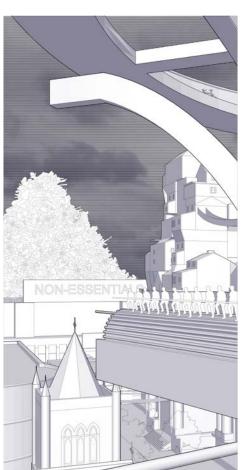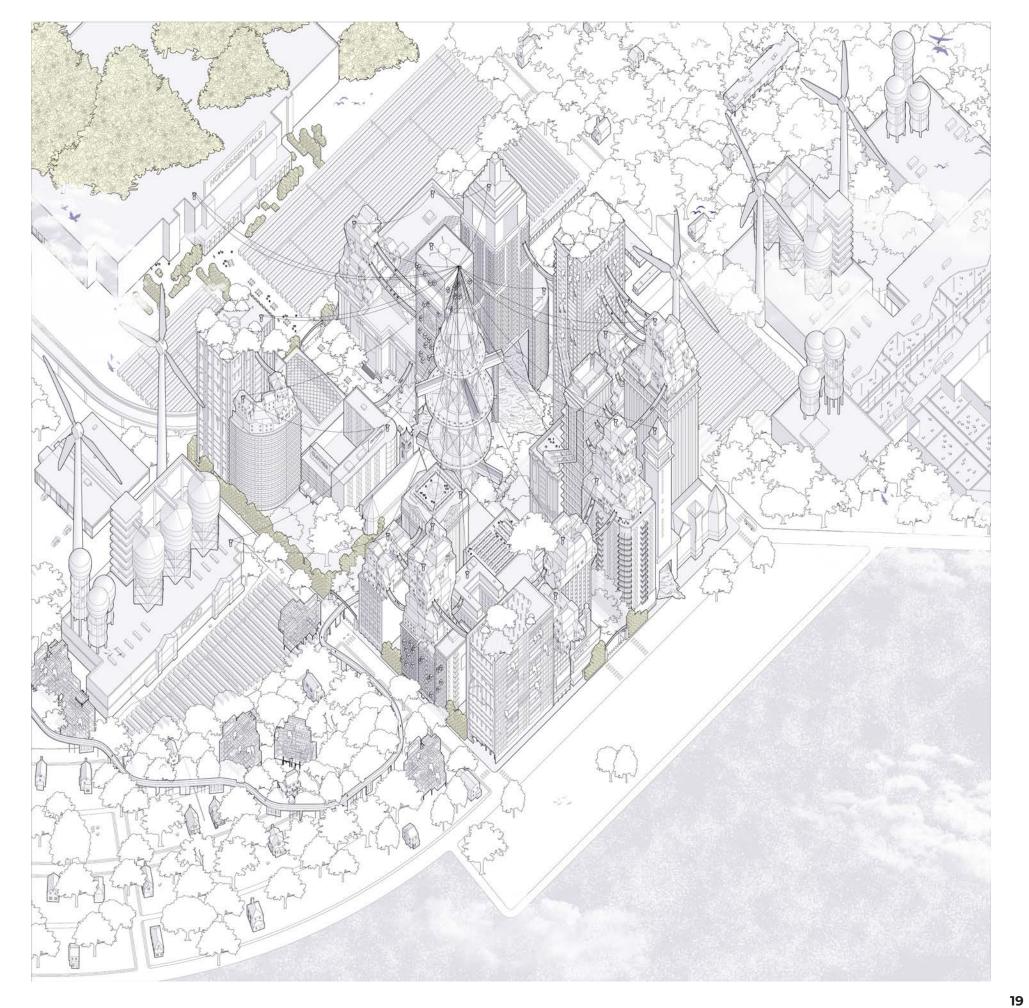
REAL LIVING BEGINS NOW!

YOU ARE OK

DO YOUR PART

ESSENTIALS ONLY

CHECK-IN

III. The Next Phase of Consumer Retail

PACKAGES

In 2020, Amazon Logistics delivered 4.2 billion parcel shipments - excess boxes, tape, bubble wrap thrown away

PRODUCTS
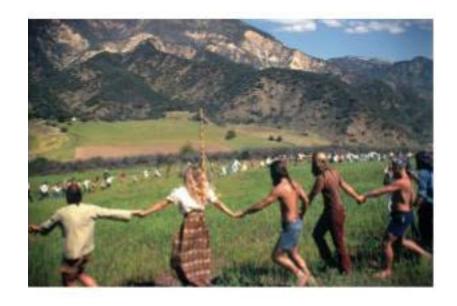
5 billion pounds of returned goods end up in U.S. landfills each year. Often times, returned items are damaged on the way back, enough for a retailer to justify throwing it out over paying for it to be cleaned, repaired and returned to the shelves

Shopping is known to boost personal serotonin in multiple ways: from the actions of searching, finding, and acquiring, to the release of dopamine from regaining a sense of control with purchases. Material goods can make people feel happiness, even if it's only temporarily
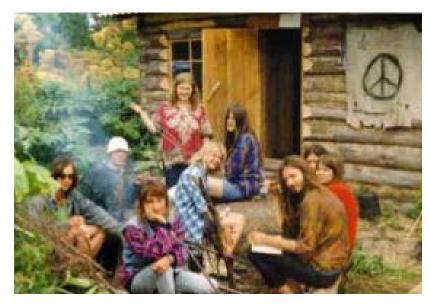
EMISSIONS

According to a study by Optro, hauling around returned inventory in the U.S. creates over 15 million metric tons of carbon dioxide emissions annually.

The idea of co-living and sharing everything with limited to no material goods is, while idealistic in environmental regards, not something most individuals enjoy or want to participate in.

How can we make a more sustainable shopping without losing the cultural, psychological, and social benefits?

Is there a way to continue enjoying material consumer culture and its hedonist pursuits?

Where does architecture fit into this?

The History of Retail Shopping

1954 - Victor Gruen creates Northland Center, in Southfield, Michigan, cited as first modern shopping mall. He hoped to recreate European cities in America.

Placed within the suburbs due to the rise of automobiles, initial malls led shoppers away from urban city centers. Essentially, malls are deemed as the new "main streets of America"

2008 - The begining of the "Retail Apocalypse". The 2008 Global Financial Crisis shook American mall and retail market

2007-2009 - 400 of America's 2000 largest malls were shuttered and sales per square feet in shopping malls across the nation took a nosedive
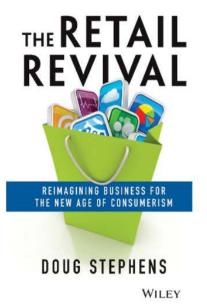
2018 - Amazon reached a market capitalization of $1 trillion... Local malls and global brands alike realized they must innovate to stay in the game, as e-commerce continued to rise as a percentage of total retail sales.
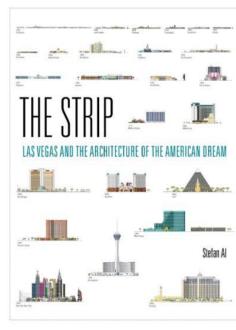
2020 - Coresight Research estimates 25% of America's roughly 1,000 malls will close over the next three to five years.

Pre 1950's - main street typology is popularized, with ideals surrounding community and equal access to retail goods.

1990's - New Urbanism revived urban shopping experience to erode shopping mall dominance

THE **RETAIL REVIVAL**

REIMAGINING BUSINESS FOR THE NEW AGE OF CONSUMERISM

DOUG STEPHENS

WILEY

THE STRIP

LAS VEGAS AND THE ARCHITECTURE OF THE AMERICAN DREAM

Stefan Al

Unvernacular Vernacular

Contemporary American Consumerist Architecture

Design Quarterly 131

Essay and photographs by John Chase

Iconic Architecture and the Culture-ideology of Consumerism

Leslie Sklair

PROJECT ON THE CITY 2
edited by chuihua judy chung, jeffrey inaba, rem koolhaas, sze tsung leong

HARVARD DESIGN SCHOOL GUIDE TO SHOPPING

essays by tae-wook cha, chuihua judy chung, jutiki gunter, daniel herman, hiromi hosoya, jeffrey inaba, rem koolhaas, sze tsung leong, kiwa matsushita, john mcmorrough, juan palop-casado, markus schaefer, tran vinh, srdjan jovanovic weiss, louise wyman. guest appearance by hans ulrich obrist, denise scott brown, and robert venturi. design by sze tsung leong and chuihua judy chung.

Two retail typologies in particular, the shopping mall and the fulfillment center, stand out in terms of impact and significance in retail architecture history.
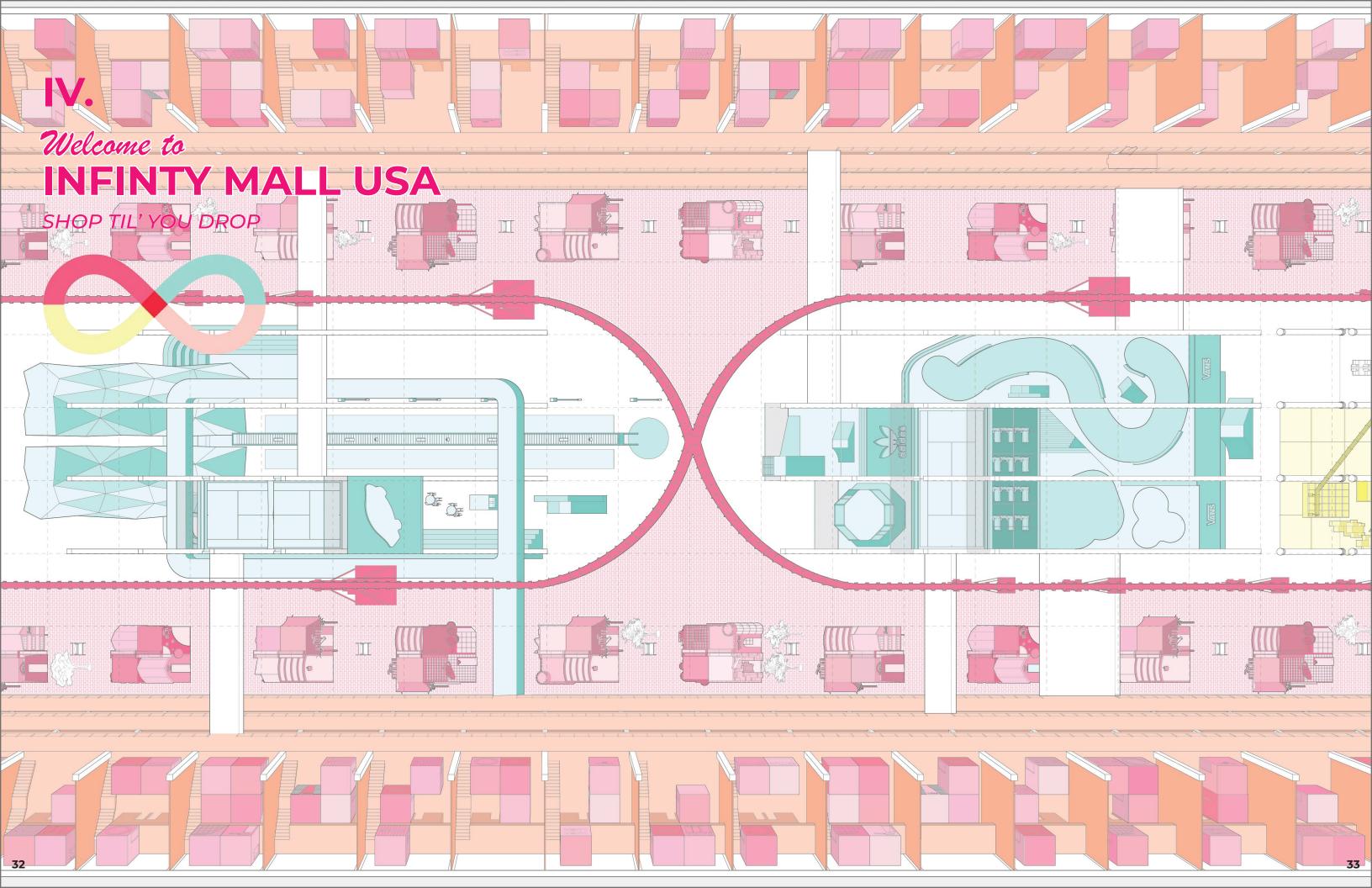
The shopping mall is a dying typology as hundreds of malls are abandoned or near death across the country. The fulfillment center is a thriving retail typology, with projected demand of some 330 million sqft in the next few years.

I. MAIN STREET - - - - - - -▶ II. SHOPPING MALL - - - - - - -▶ III. E-COMMERCE + FULFILLMENT - - - - - - -▶ IV. NEXT PHASE OF RETAIL

Shopping malls, in learning from Main Street, replaced Main Street in the mid-20th century. Big Box stores, in learning from Shopping Malls, replaced Shopping malls in the 90s. E-commerce, in learning from Shopping Malls and Big Box stores, replaced physical retail in the last decade. What then, can we learn from E-Commerce to replace E-Commerce in a near future?

Our speculative proposal seeks to develop a product sharing system through mining the successes of these two previous shopping typologies. Further, it seeks to make this new sharing system appealing by concealing and cloaking its circular sustainability in consumer tactics and aesthetics.

IV.

Welcome to
INFINTY MALL USA

SHOP TIL' YOU DROP
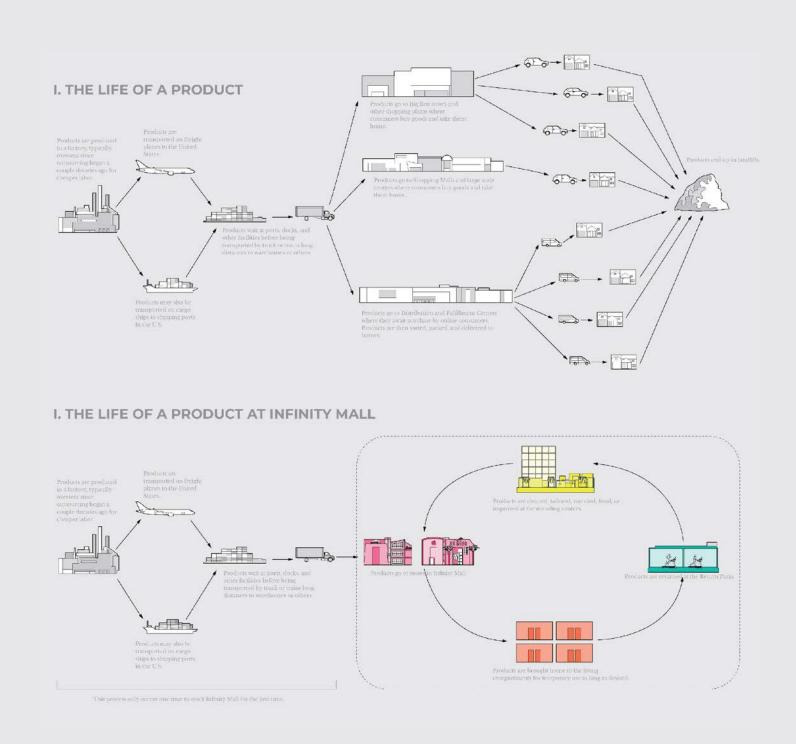
Welcome to Infinity Mall
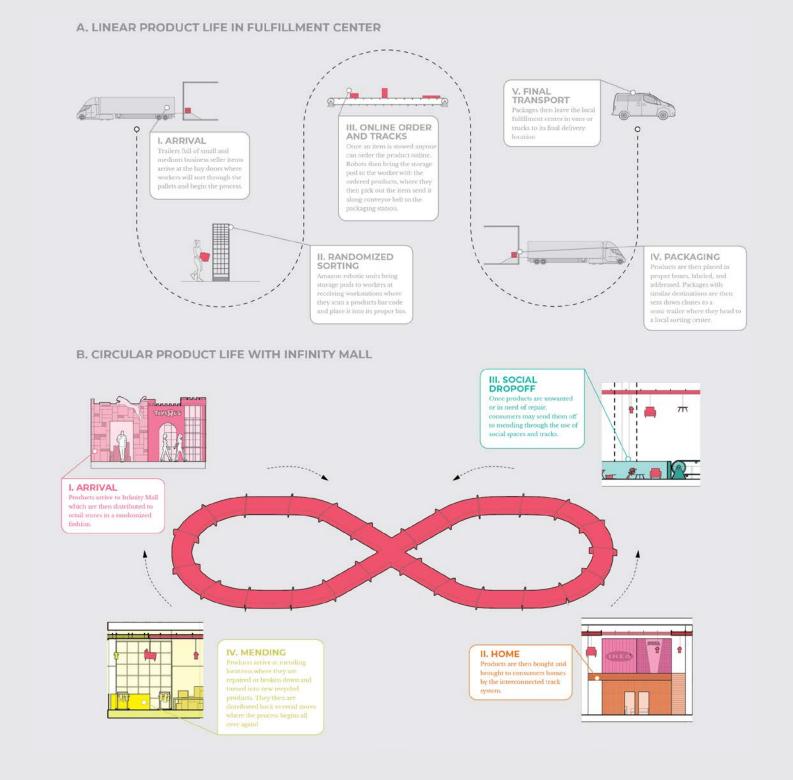
Infinity Mall USA is a speculative Mall-Fulfillment Center Hybrid which proposes within it a system where products and material goods are shared. As opposed to common-use of items, however, products are purchased from stores as normal, but for set amounts of time before they are to be returned. Infinity Mall is organized and designed via logics from e-commerce and the fulfillment center typology, and further cladded and programmed with emerging retail trends in order to keep up with consumer desires to make the mall, and new shopping system, appealing. Products last infinitely and are infinitely recycled back, so shopping can be infinite.

ONLY AT Infinity Mall USA

I. THE LIFE OF A PRODUCT

Products are produced in a factory, typically overseas since outsourcing began a couple decades ago for cheaper labor.

Products are transported on freight planes to the United States.

Products wait at ports, docks, and other facilities before being transported by truck or train long distances to warehouses or others.

Products may also be transported on cargo ships to shipping ports in the U.S.

Products go to Big Box stores and other shopping plaza where consumers buy goods and take them home.

Products go to Shopping Malls and large scale centers where consumers buy goods and take them home.

Products go to Distribution and Fulfillment Centers where they await purchase by online consumers. Products are then sorted, packed, and delivered to homes.

Products end up in landfills.

I. THE LIFE OF A PRODUCT AT INFINITY MALL

Products are produced in a factory, typically overseas since outsourcing began a couple decades ago for cheaper labor.

Products are transported on freight planes to the United States.

Products wait at ports, docks, and other facilities before being transported by truck or train long distances to warehouses or others.

Products may also be transported on cargo ships to shipping ports in the U.S.

Products go to stores in Infinity Mall

Products are cleaned, tailored, mended, fixed, or improved at the mending centers.

Products are returned at the Return Parks

Products are brought home to the living compartments for temporary use as long as desired.

This process only occurs one time to each Infinity Mall for the first time.

A. LINEAR PRODUCT LIFE IN FULFILLMENT CENTER

I. ARRIVAL
Trailers full of small and medium business seller items arrive at the bay doors where workers will sort through the pallets and begin the process.

II. RANDOMIZED SORTING
Amazon robotic units bring storage pods to workers at receiving workstations where they scan a products bar code and place it into its proper bin.

III. ONLINE ORDER AND TRACKS
Once an item is stowed anyone can order the product online. Robots then bring the storage pods to the worker with the ordered products, where they then pick out the item send it along conveyor belt to the packaging station.

IV. PACKAGING
Products are then placed in proper boxes, labeled, and addressed. Packages with similar destinations are then sent down chutes to a semi-trailer where they head to a local sorting center.

V. FINAL TRANSPORT
Packages then leave the local fulfillment center in vans or trucks to its final delivery location

B. CIRCULAR PRODUCT LIFE WITH INFINITY MALL

I. ARRIVAL
Products arrive to Infinity Mall which are then distributed to retail stores in a randomized fashion.

II. HOME
Products are then bought and brought to consumers homes by the interconnected track system.

III. SOCIAL DROPOFF
Once products are unwanted or in need of repair, consumers may send them off to mending through the use of social spaces and tracks.

IV. MENDING
Products arrive at mending locations where they are repaired or broken down and turned into new recycled products. They are then distributed back to retail stores where the process begins all over again!
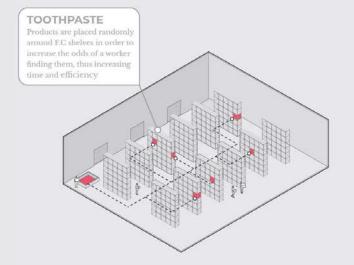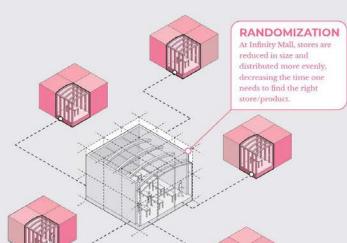
Learning from Fulfillment Center Logics

A. EXISTING FULFILLMENT CENTER LOGICS

B. TRANSLATED LOGICS

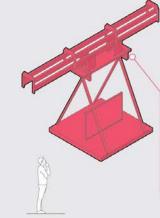### I. RANDOMIZED PRODUCT ORGANIZATION TO RANDOMIZED STORE ORGANIZATION

TOOTHPASTE
Products are placed randomly around F.C shelves in order to increase the odds of a worker finding them, thus increasing time and efficiency

RANDOMIZATION
At Infinity Mall, stores are reduced in size and distributed more evenly, decreasing the time one needs to find the right store/product.

II. PACKAGE TRACK INFRASTRUCTURE

CONVEYOR BELTS
Traditional conveyor belt systems are the primary way to get packages across F.C's, with an average of 17 miles of track per   These use low power and rely on gravity to move them along
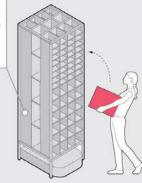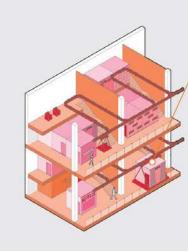
OVERHEAD CONVEYORS
This pallet monorail system free up floor space at Infinity Mall for maximization of retail space. This system reduces labor and the time needed to transport goods directly to the consumer.

III. PRODUCT - BIN PROCESS TO HOUSING

STORAGE PODS
Storage pods allow workers to place individual products into select bins, which allow for robotic units to find items faster
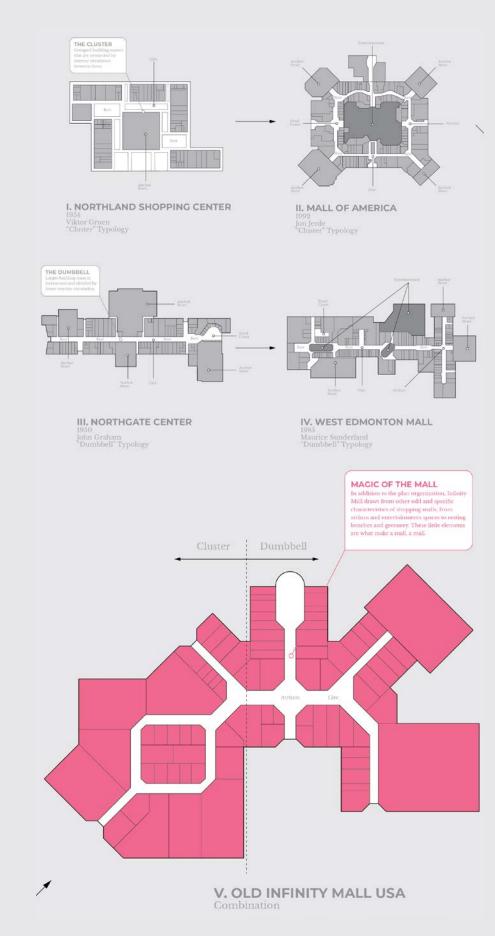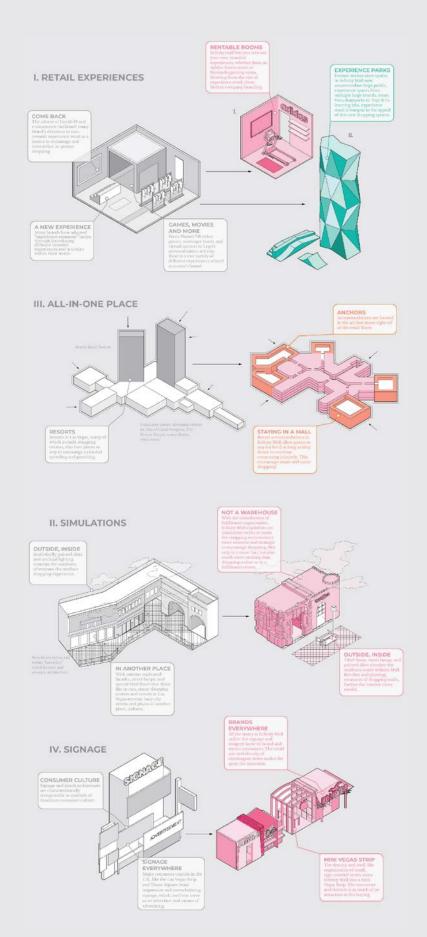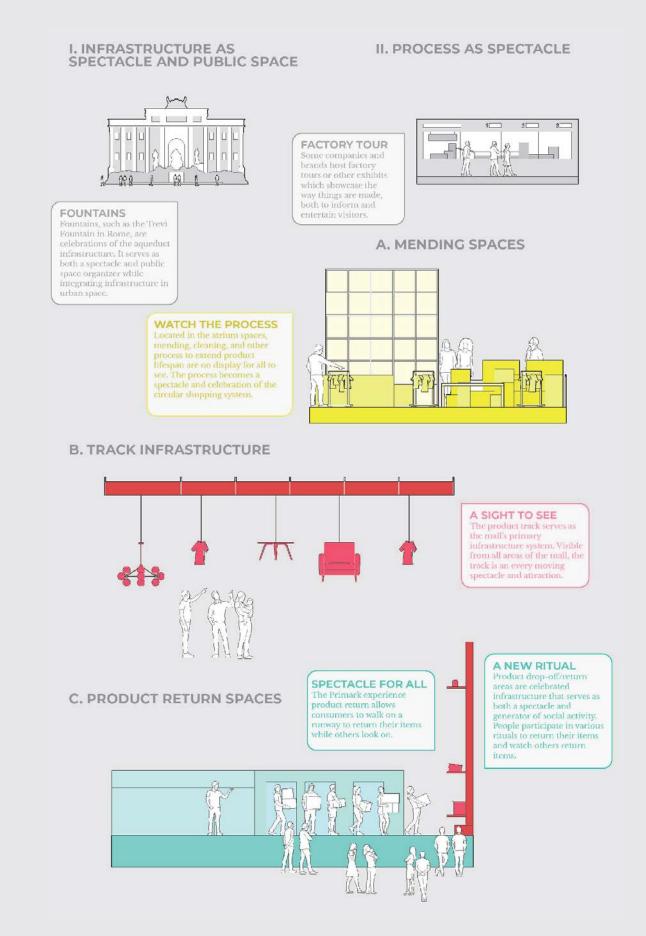
HOUSING
Package tracks place desired housing units into predefined "storage bins" where any assortment of spaces can take place. These units are temporary and provide a dynamically changing home to its residents!
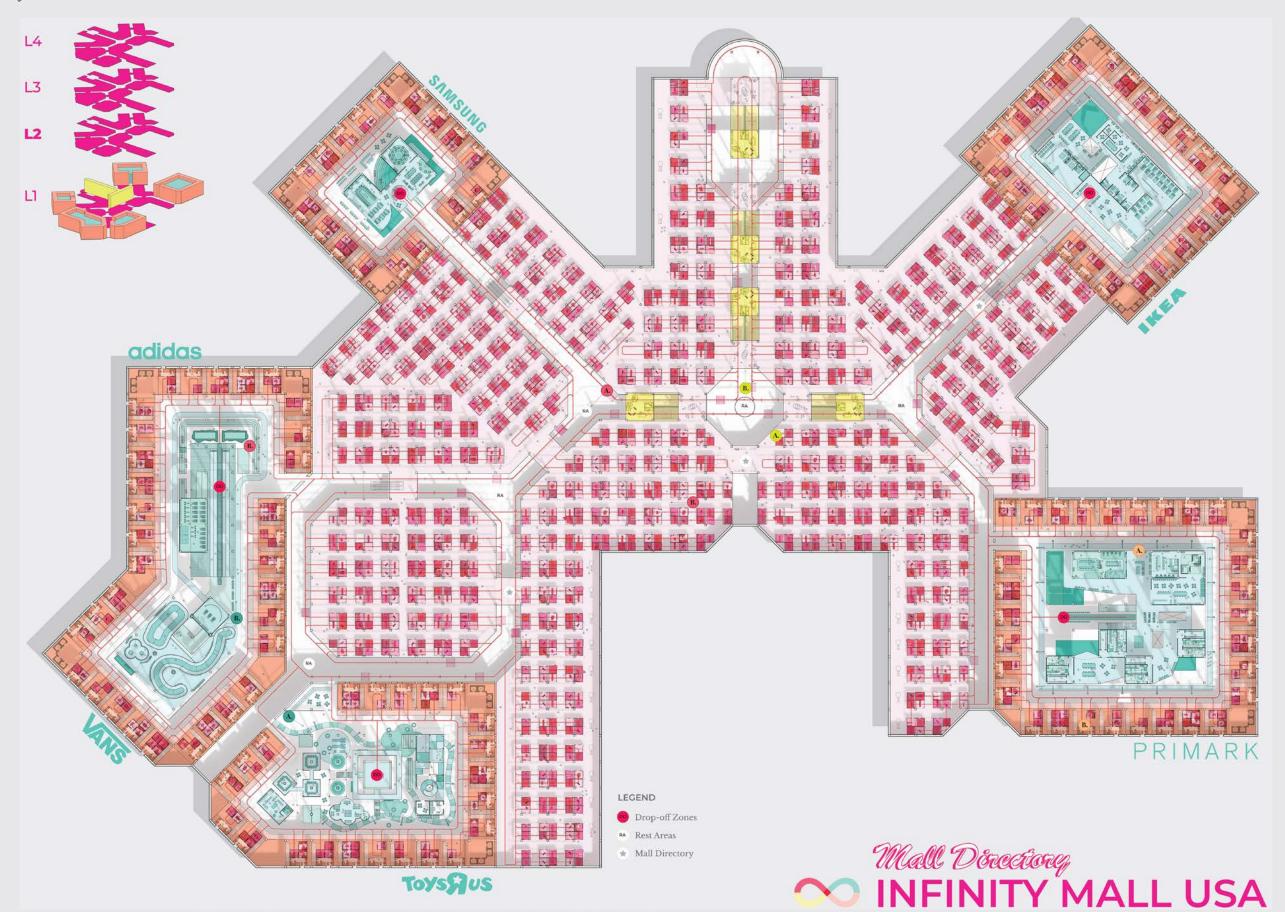
Learning from Mall Logics

THE CLUSTER
Grouped building masses that are connected by interior circulation between them.

I. NORTHLAND SHOPPING CENTER
1954
Viktor Gruen
"Cluster" Typology

II. MALL OF AMERICA
1992
Jon Jerde
"Cluster" Typology

THE DUMBBELL
Larger building mass is formalized and divided by linear interior circulation.

III. NORTHGATE CENTER
1950
John Graham
"Dumbbell" Typology

IV. WEST EDMONTON MALL
1985
Maurice Sunderland
"Dumbbell" Typology

MAGIC OF THE MALL
In addition to the plan organization, Infinity Mall draws from other odd and specific characteristics of shopping malls, from atrium and entertainment spaces to resting benches and greenery. These little elements are what make a mall, a mall.

Cluster ← → Dumbbell

Atrium   Circ.

V. OLD INFINITY MALL USA
Combination

I. RETAIL EXPERIENCES

RENTABLE ROOMS

COME BACK

A NEW EXPERIENCE

GAMES, MOVIES AND MORE

EXPERIENCE PARKS

III. ALL-IN-ONE PLACE

ANCHORS

RESORTS

STAYING IN A MALL

II. SIMULATIONS

NOT A WAREHOUSE

OUTSIDE, INSIDE

IN ANOTHER PLACE

OUTSIDE, INSIDE

IV. SIGNAGE

BRANDS EVERYWHERE

CONSUMER CULTURE

SIGNAGE EVERYWHERE

MINI VEGAS STRIP

I. INFRASTRUCTURE AS SPECTACLE AND PUBLIC SPACE

II. PROCESS AS SPECTACLE

FACTORY TOUR
Some companies and brands host factory tours or other exhibits which showcase the way things are made, both to inform and entertain visitors.

FOUNTAINS
Fountains, such as the Trevi Fountain in Rome, are celebrations of the aqueduct infrastructure. It serves as both a spectacle and public space organizer while integrating infrastructure in urban space.

A. MENDING SPACES

WATCH THE PROCESS
Located in the atrium spaces, mending, cleaning, and other process to extend product lifespan are on display for all to see. The process becomes a spectacle and celebration of the circular shopping system.

B. TRACK INFRASTRUCTURE

A SIGHT TO SEE
The product track serves as the mall's primary infrastructure system. Visible from all areas of the mall, the track is an every moving spectacle and attraction.

C. PRODUCT RETURN SPACES

SPECTACLE FOR ALL
The Primark experience product return allows consumers to walk on a runway to return their items while others look on.

A NEW RITUAL
Product drop-off/return areas are celebrated infrastructure that serves as both a spectacle and generator of social activity. People participate in various rituals to return their items and watch others return items.

L4
L3
L2
L1

SAMSUNG

IKEA

adidas

VANS

ToysЯUs

PRIMARK

LEGEND

● Drop-off Zones

RA Rest Areas

★ Mall Directory

Mall Directory
∞ INFINITY MALL USA

Limitless Shopping
BUYING AT INFINITY MALL

Our stores draw from e-commerce giant Amazon's organizational logic, where same products are divided and randomly distributed throughout the center under the assumption that they are easier to find when there are more spread around. Our stores for shopping, or rather renting, are small in scale and distributed randomly throughout Infinity Mall so that there are multiple smaller versions of each store. Under the same principle, consumerism is encouraged as you are more likely to stumble upon certain stores and products- and stumble upon what you're looking for and then some.
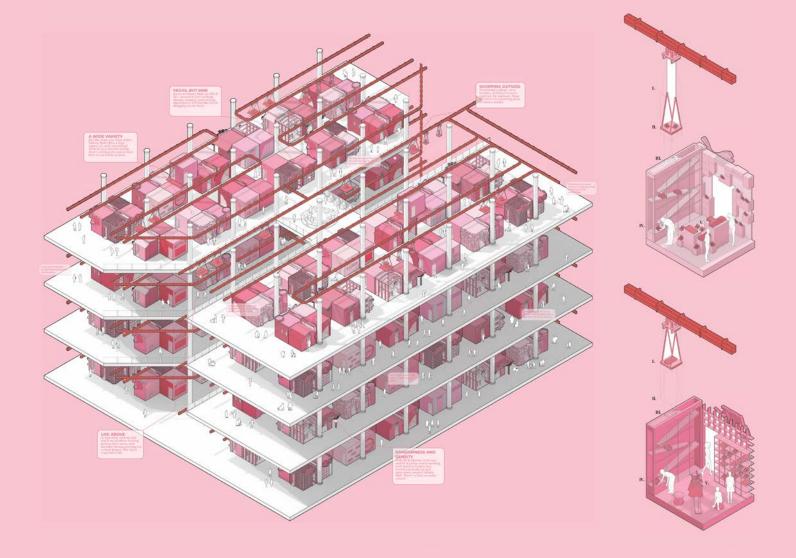
The fulfillment center logics are translated into the organization of stores in rows of small shops. This new iteration of shopping architecture with random logics allows for not only greater variety of retailers and products, as with online, but is also more beneficial to retailers as more consumers will happen upon their stores to borrow goods. Furthermore, these excitingly overwhelming floors rely on signage, painted skies on ceilings, benches, paved floor tiles, and more to replicate fun and ideal shopping environments to make this new consumerism an appealing attraction like consumerism should be.
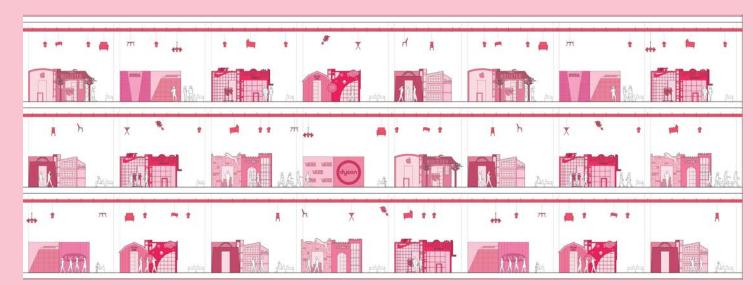
Limitless Shopping
BUYING AT INFINITY MALL

Welcome to Fabulous Infinity Mall
INFINITY MALL USA
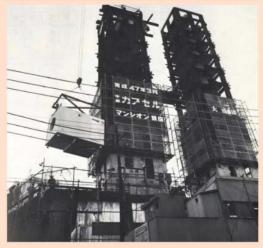
Shop 'Til You Drop
INFINITY MALL USA
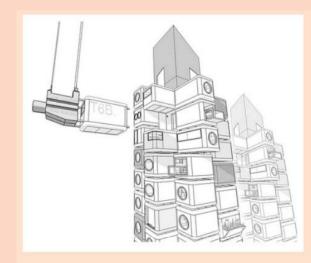
Mobius Compartments
STAYING AT INFINITY MALL

Infinity Mall also hosts accommodations, which can be rented out for temporary stays or as long as desired. Based off of Amazon bins and their product sorting, the Mobius Compartments are developed as a modular architecture where products (and rooms!) are placed into bins.

Not unlike hotels at Las Vegas resorts, Infinity Mall's Mobius Compartments offer places to stay to encourage even more shopping and other consumer activities. In supporting the alternative sharing system, accommodation is unique in this mall in that rooms become commodified and rentable just like products. As such, individuals can rent rooms, called Rentable Rooms, (such as an Adidas exercise room, or Dell office!) which, like a product, is moved to their bin for use until no longer desired. Living arrangements are not only private, but can be personalized at will and filled with as many products from Infinity Mall shopping as desired.

At Infinity Mall, sharing goods does not require losing privacy for communal living. Here, rentable rooms are filled into compartments, or bins, in a variety of personalized ways, just like products!
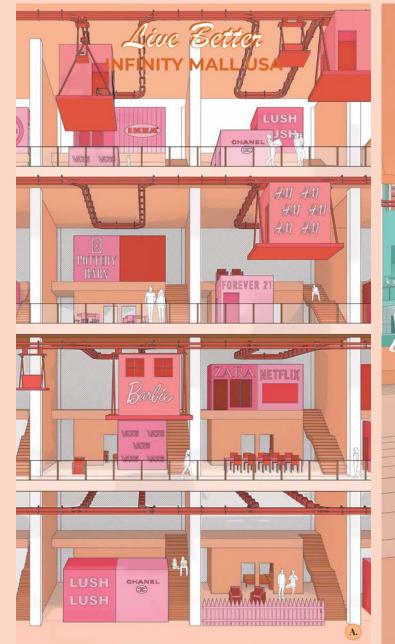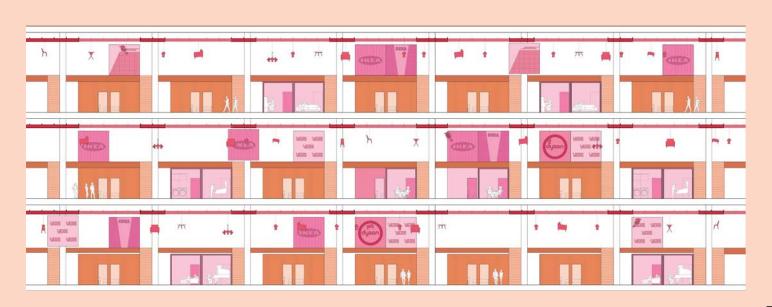
Mobius Compartments
STAYING AT INFINITY MALL

Live Better
INFINITY MALL USA

Modern Personal Living
INFINITY MALL USA

A.

B.

Infinity Mall also introduces a mending program, which draws from fulfillment center tours that display the inner workings and operations of logistics. This aims to extend the lifespan of objects through continuously cleaning and fixing them so that the next user will have a product that is good as new, without needing to actually produce new products!

Mending is located in the atrium spaces of Infinity Mall, where it is visible to all consumers as a spectacle and to offer transparency in the workings of products. This program supports the product's infinite life, with the process as an exciting performance in the mall. Rest spaces offer reprieve and a view of the process.
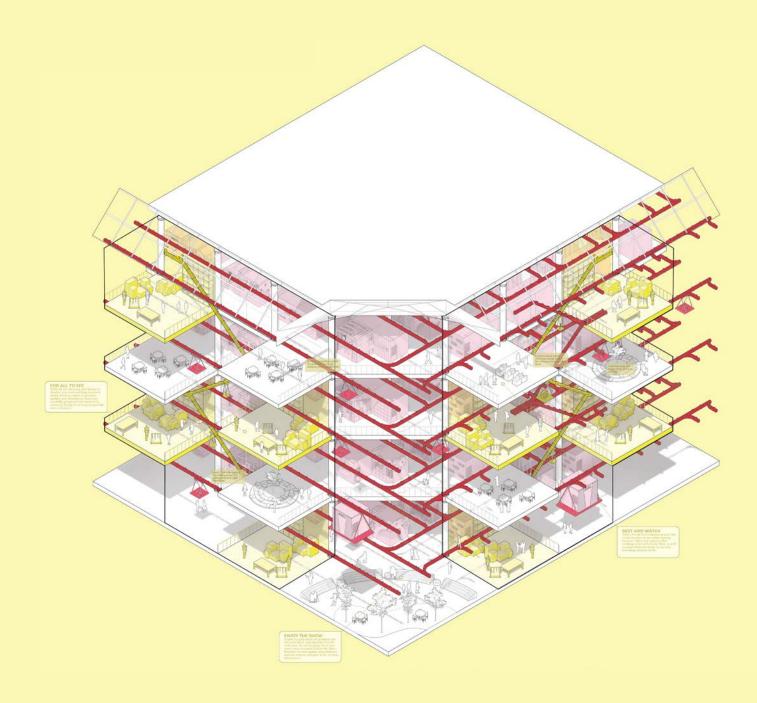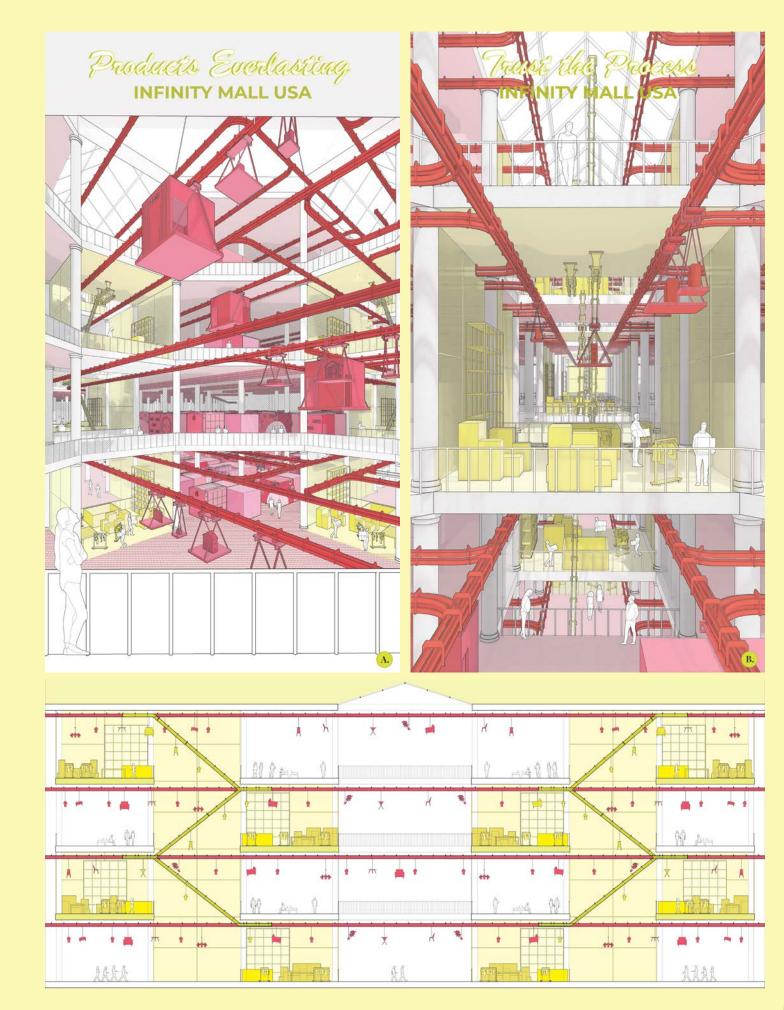
Nonstop Spectacle
MENDING AT INFINITY MALL

Products Everlasting
INFINITY MALL USA

A.

Trust the Process
INFINITY MALL USA

B.

Return Parks
ADVENTURE AT INFINITY MALL

Drop-off spaces celebrate the infrastructure and return of products. Not unlike fountains of aqueducts, these offer public spaces and engaging activities centered around the infrastructure. Surviving malls have seen trends towards highly experiential and entertaining activities to draw visitors and sell products, and the addition of or Return Park, turns product return into its own celebrated activity.

Situated in the former anchor stores, Infinity Mall's Return Parks capitalize on the necessary drop-off spaces by making them experiential, exciting, fun, and ritualized. The Adidas park's product drop-off allows consumers to return their products and run and climb alongside them as they move on the track.
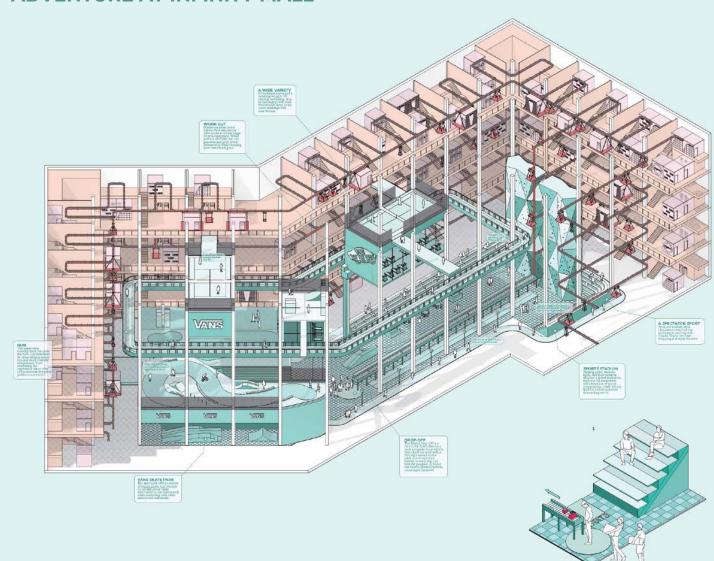
Infinity Mall hosts 5 experience return parks in its anchor stores with brands which have already turned towards the experience economy to provide public spaces and activities beyond purchasing, like Toys R Us learning labs and Ikea bed movie-showings and sleepovers. Each surrounds drop-off areas with experiences and celebrates the fun of product return!
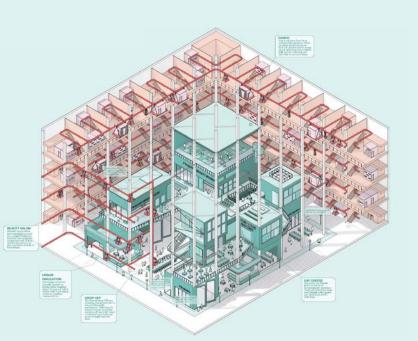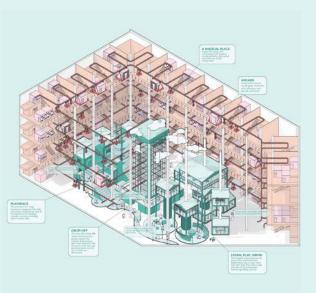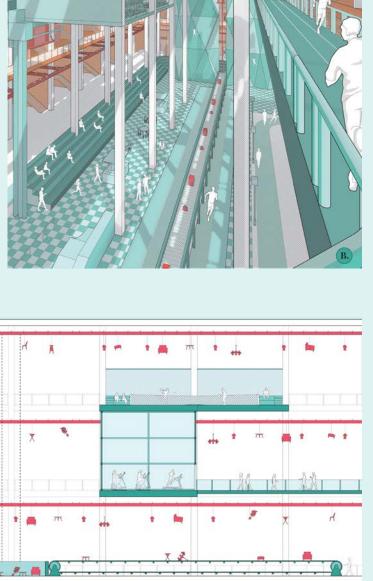
Return Parks
ADVENTURE AT INFINITY MALL

INFINITY MALL USA

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