



\*

LECTURE/  
FRANCESCA MURIALDO  
**PRACTICE OF  
CONSUMPTION AND  
SPACES FOR GOODS**

LA PRATICA DEL CONSUMO  
E GLI SPAZI PER IL COMMERCIO

31 MARZO 2011  
H 10.00  
AULA CT.67

SCUOLA DEL DESIGN  
POLITECNICO DI MILANO/BOVISA  
LABORATORIO DESIGN DEGLI INTERNI | 2.L| sez.I3

FRANCESCA MURIALDO, CHRISTOPH GRAFE + CRISTINA FOGLIA, FRANCESCA VARGIU

\* Supermarket Lady by Duane Hanson

**[ˌriːteɪl], noun**

commercio al dettaglio

commercio al minuto

**[ˌriːteɪl], adjective (store)**

negozio al dettaglio

**[ˌriːteɪl], adverb**

al dettaglio

**[ˌriːteɪl], verb**

vendere al dettaglio

vendere al minuto

[ ɪ r i : t e i l ]

Not only is shopping

melting into everything,

but

everything is melting

into shopping

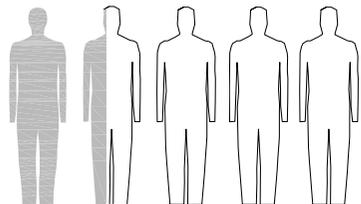
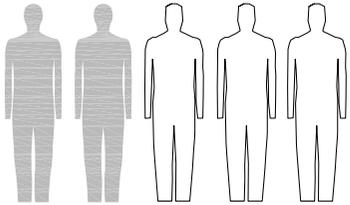


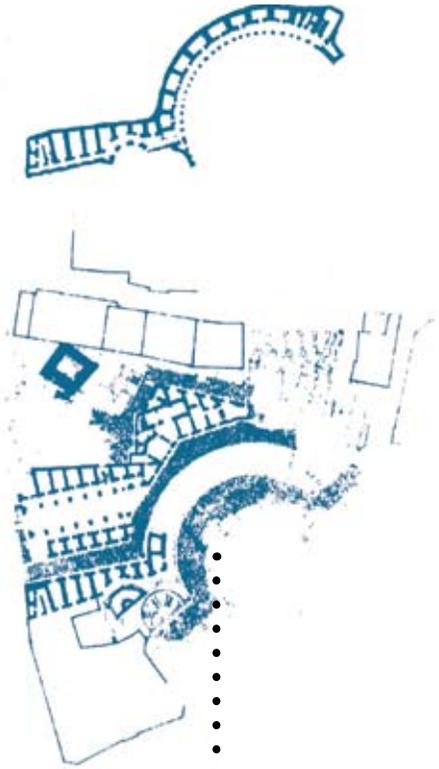
Chuihua Judy Chung, Jeffrey Inaba, Rem Koolhaas, Sze Tsung Leong, a cura di, Harvard Design School Guide to Shopping, Taschen, Köln 2001.

"I shop therefore I am", B. Kruger, Untitled (I shop therefore I am), 1987, photographic screenprint on vinyl 284.5 x 287 cm. Private collection.

prodotto interno lordo in milioni di \$

1	United States	8,708.9
2	Japan	4,395.1
3	Germany	2,081.2
4	France	1,410.3
5	United Kingdom	1,373.6
6	Italy	1,150.0
7	China	991.2
8	Brazil	760.3
9	Canada	612.0
10	Spain	562.2
11	Mexico	474.9
12	India	459.8
13	Korea	406.9
14	Australia	389.7
15	Netherlands	384.8
16	Russian Federation	375.3
17	Argentina	281.9
18	Switzerland	260.3
19	Belgium	245.7
20	Sweden	226.4
21	Austria	208.9
22	Turkey	188.4
23	Denmark	174.4
24	Wal-MARt	165.0

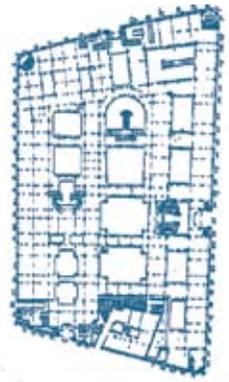




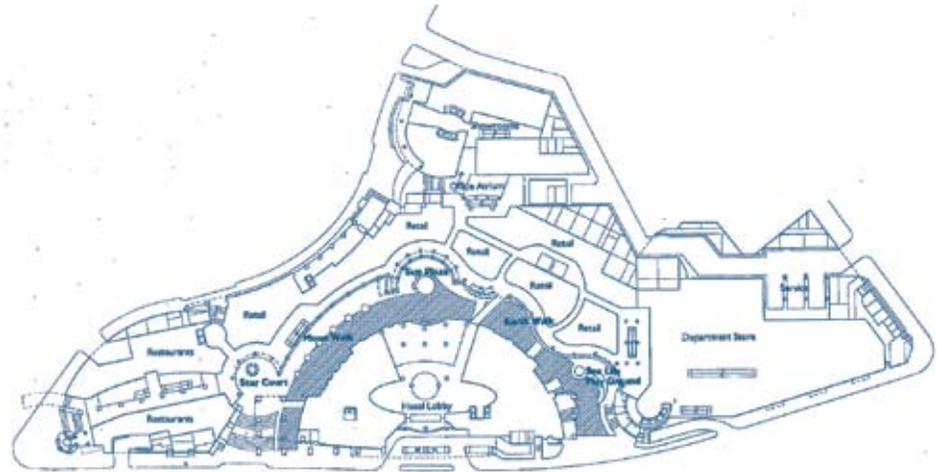
110 a.c.  
mercato di traiano  
roma



1815-1819  
burlington arcade  
london

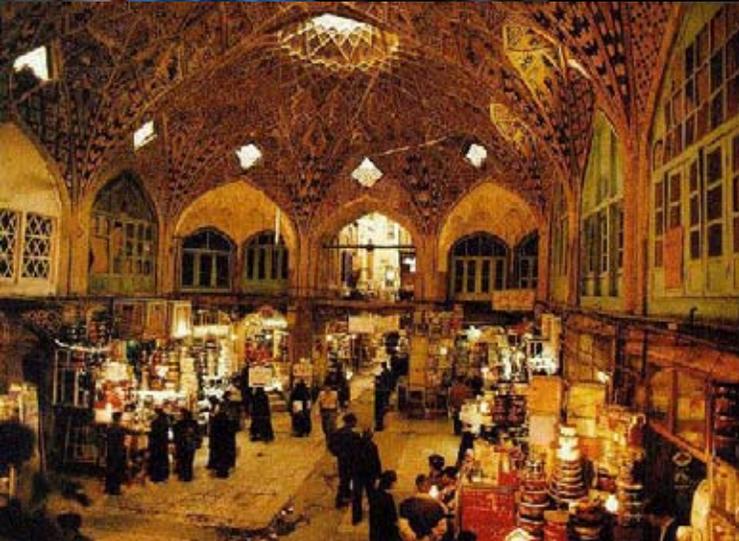


1876  
bon marchè  
paris  
l. c. boileau, g. eiffel



1996  
canal city hakata  
fukuoka  
jon jerde





## luogo

che integra gli aspetti spaziali e/o funzionali in un fenomeno complesso attraversato da sistemi di relazioni fisici, sociali, culturali, economici che ne determinano il carattere e la specificità.

Quali sono i processi che hanno trasformato la società in **società dei consumi** e il cittadino in **consumatore**?

I luoghi e le architetture per il commercio mutano con la società e ne assecondano le trasformazioni oppure sono le leggi di mercato a proporre **modelli nuovi** per indurre maggiormente all'acquisto?

Qual'è il ruolo dell' **interior design**?

# Qual'è il ruolo dell' **interior design**?



**innovate**

foresee

interpreter

C.20

# Qual'è il ruolo dell' **interior design**?



innovate

**foresee**

interpreter

Qual'è il ruolo dell' **interior design**?

innovate

foresee

**interpreter**





**tipologia** [programma + linguaggio]

contaminazione tra diverse funzioni



**tipologia** [programma + **linguaggio**]

contaminazione tra diversi ambiti



An aerial, high-angle photograph of a bustling market street, likely in an Asian city. The street is filled with a dense crowd of people, many of whom are wearing traditional or festival-style clothing. The street is lined with various stalls and shops, some with signs in Chinese characters. The overall scene is one of a busy, vibrant marketplace. The image is in black and white, with a dark, moody tone.

# [LA PRATICA DEL CONSUMO]

RETAIL INGREDIENTS | 1 francesca murialdo



**todo se ha vuelto tiendas**



Detail of Il Buon  
Governo in città,  
Ambrogio Lorenzetti,  
1338-39

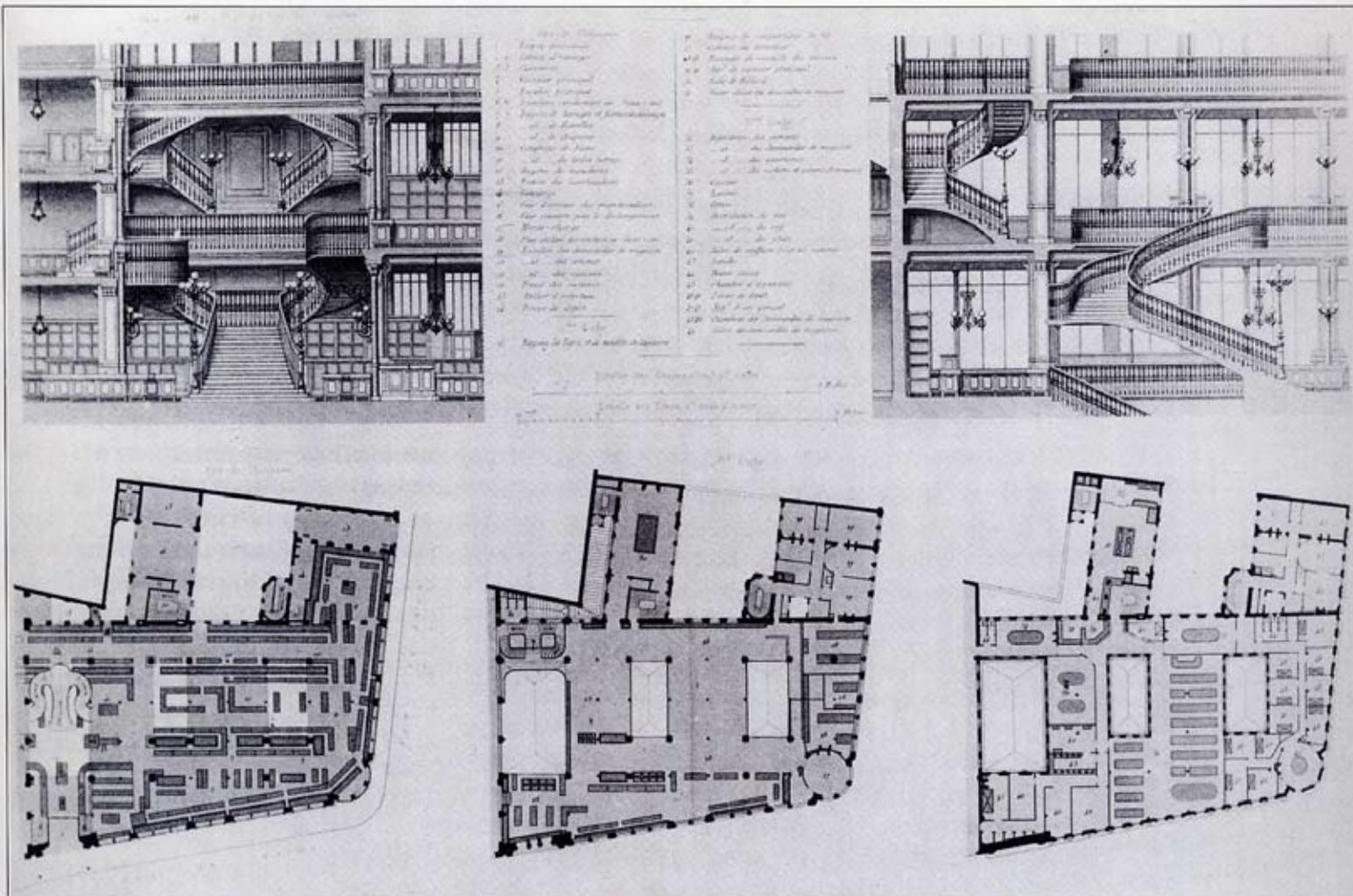


The Passage  
Nevsky Avenue in  
Saint Petersburg,  
Russia, 1850, 1902



Au Bon Marchè,  
Charles Boileau and  
Gustave Eiffel, 1880

6 Charles Boileau und Gustave Eiffel, Au Bon Marché, Schnitte des Treppenhauses und Etagengrundrisse, um 1880

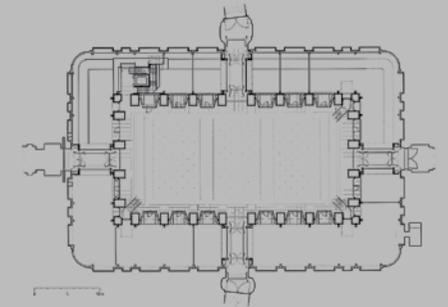


Au Bon Marché,  
Charles Boileau and  
Gustave Eiffel, 1880



## REFERENCE

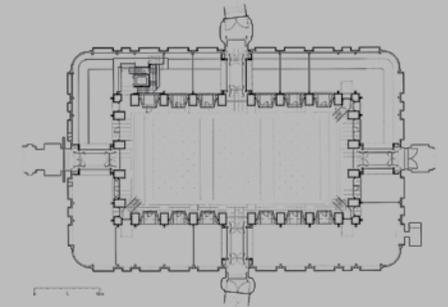
Royal Exchange, London,  
Fitzroy Robinson e Peter Cook,  
1991





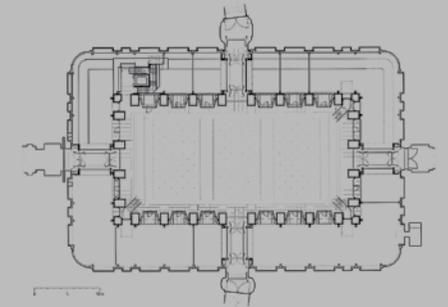
## REFERENCE

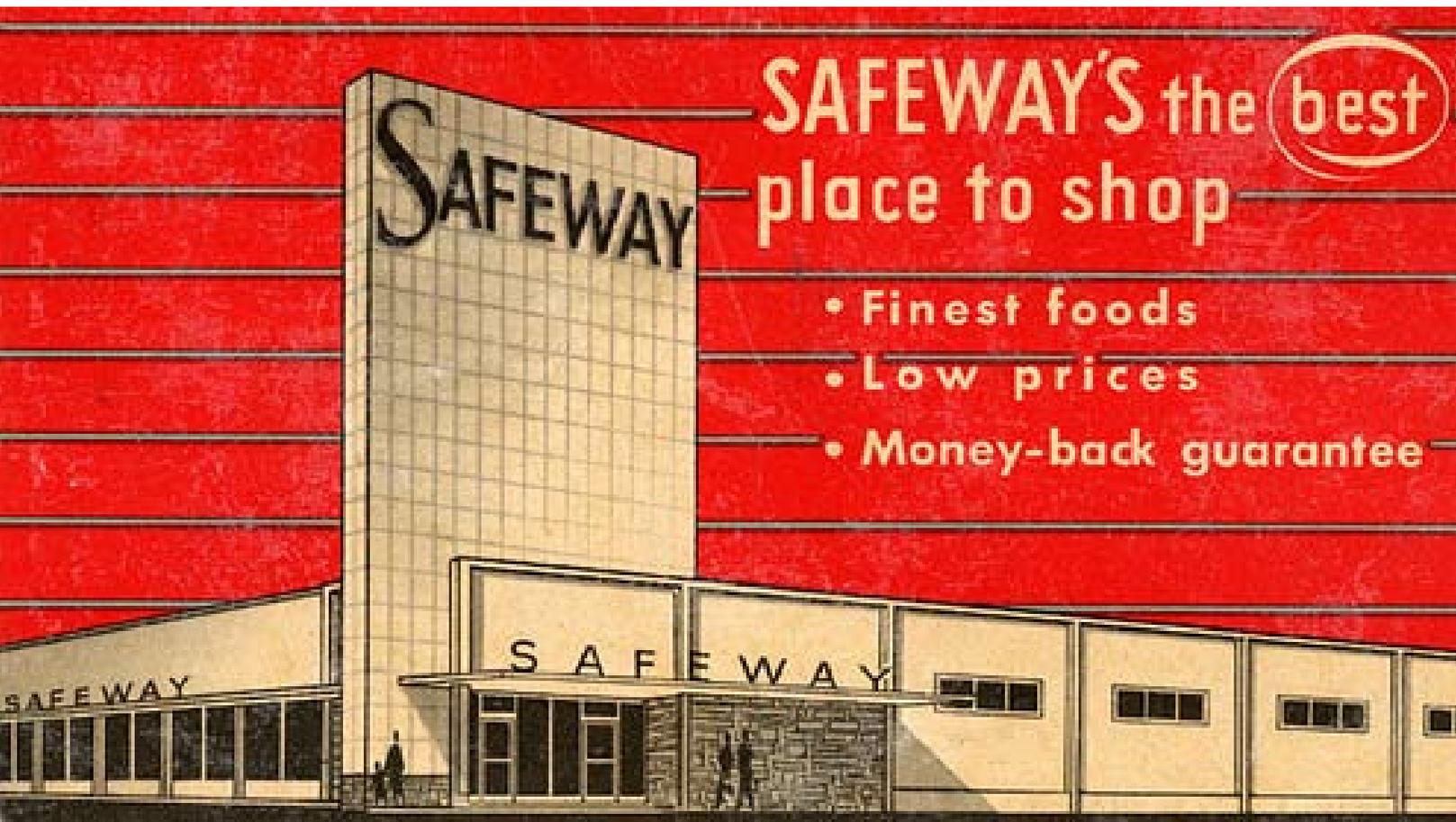
Royal Exchange, London,  
Fitzroy Robinson e Peter Cook,  
1991



## REFERENCE

Royal Exchange, London,  
Fitzroy Robinson e Peter Cook,  
1991





SAFEWAY'S the **best**  
place to shop

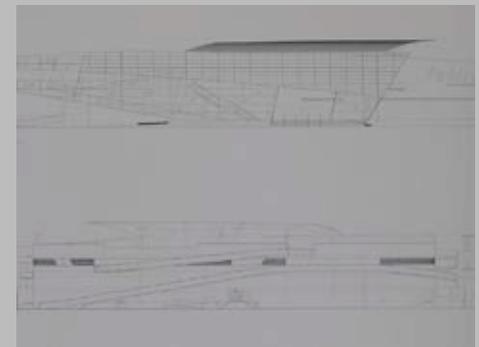
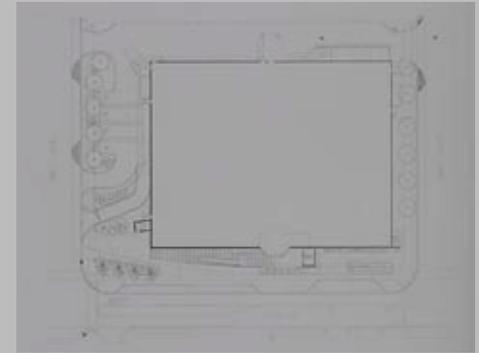
- Finest foods
- Low prices
- Money-back guarantee

pubblicità Safeway  
USA, '50



## REFERENCE

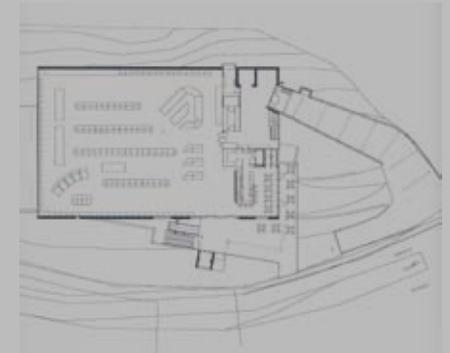
Publix on the Bay, Miami Beach,  
Wood and Zapata, 2000





## REFERENCE

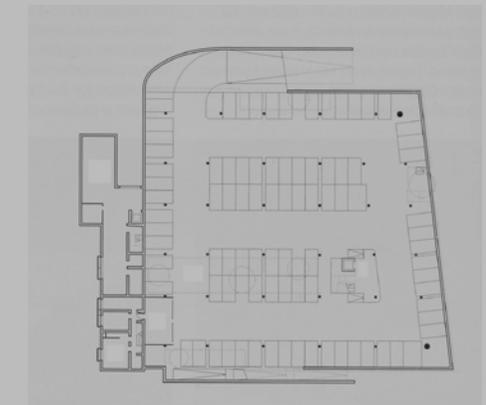
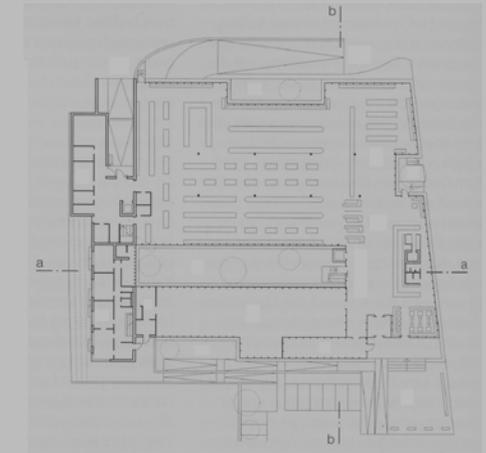
M-Preis, Wens, Rainer Köberl  
& Astrid Tschapelier, 2001





## REFERENCE

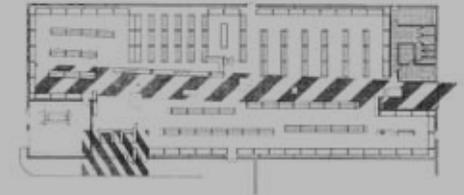
MPreis Supermarket, Wattens,  
Dominique Perrault Architecte,  
2003





## REFERENCE

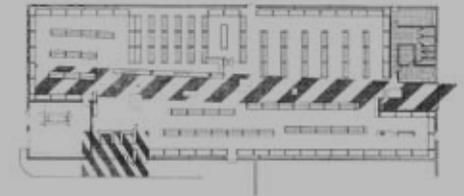
Halfords Auto Depot, Swansea,  
Ben Kelly Design, 1999





## REFERENCE

Halfords Auto Depot, Swansea,  
Ben Kelly Design, 1999





## REFERENCE

Hushush, Tokyo, Harry & Allen Associates, 2000





## REFERENCE

Hushush, Tokyo, Harry & Allen Associates, 2000

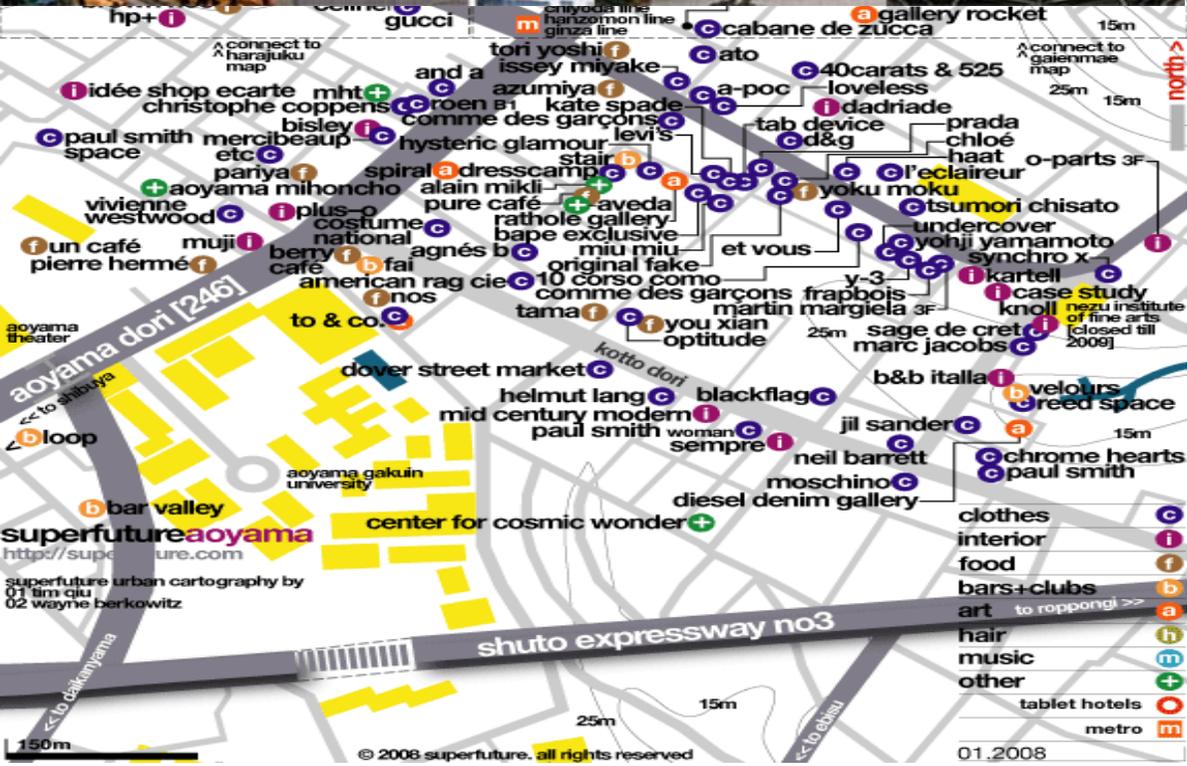




Guggenheim Museum,  
Bilbao

«the economy is increasingly culturally inflected and [...] culture is more and more economically inflected»



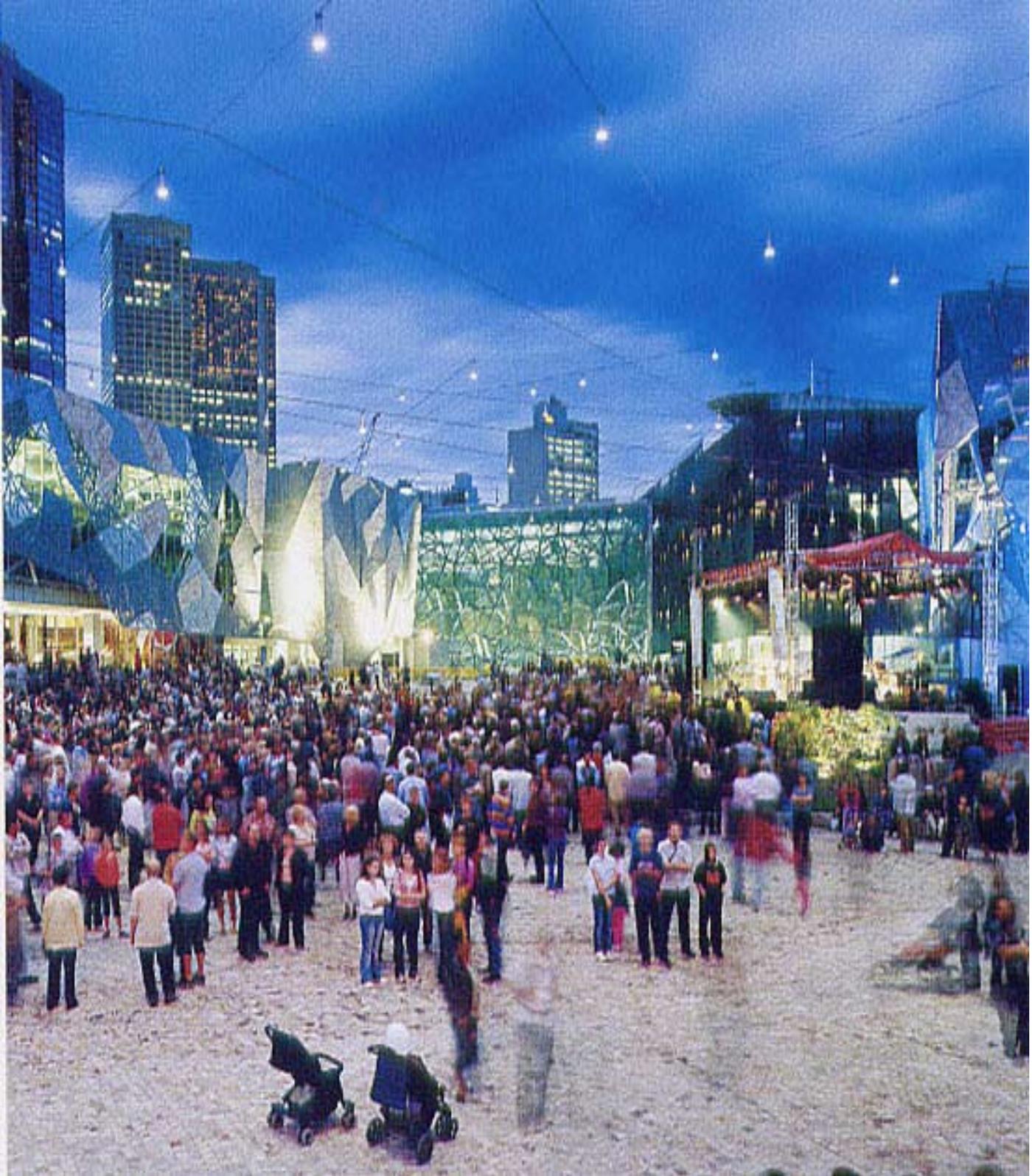




**dalla felicità pubblica allo shopping privato**



Guinness Storehouse,  
Dublin

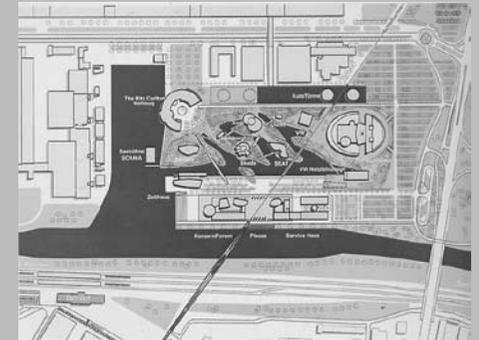


Federation Square,  
Lab architecture  
studio, Melbourne,  
2004



## REFERENCE

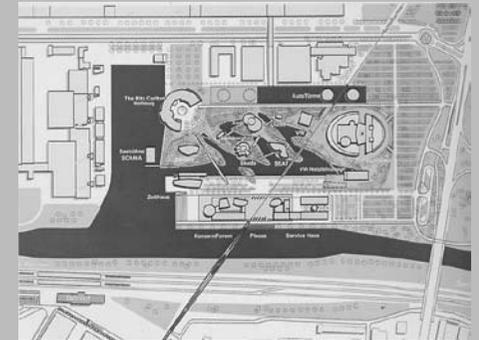
VW Autostadt, Wolfsburg,  
Germania, Henn Architekten,  
2000

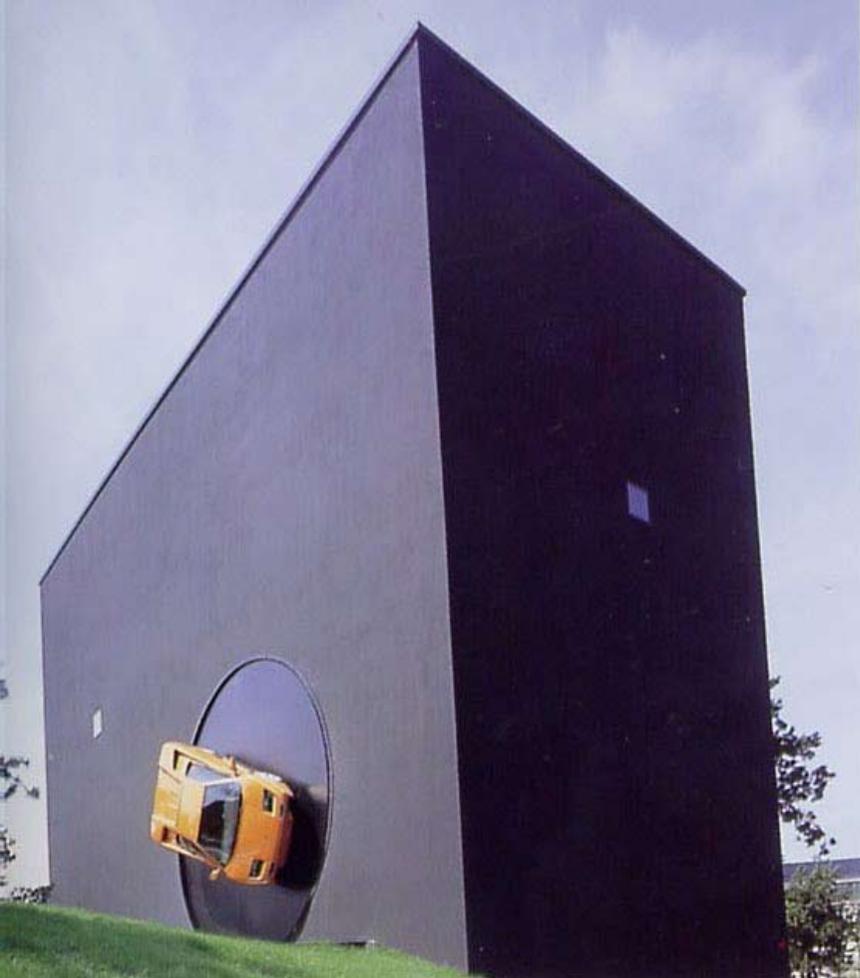




## REFERENCE

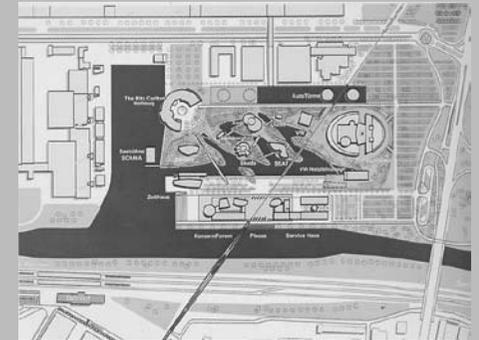
VW Autostadt, Wolfsburg,  
Germania, Henn Architekten,  
2000





## REFERENCE

VW Autostadt, Wolfsburg,  
Germania, Henn Architekten,  
2000



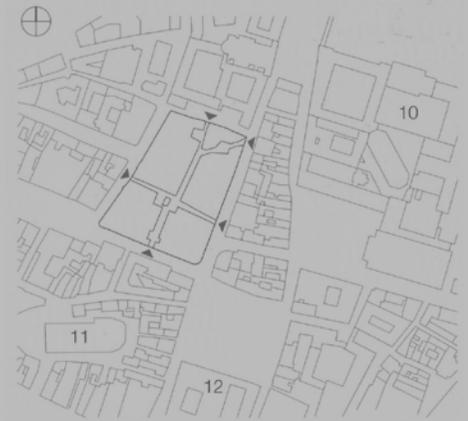


**post production**



## REFERENCE

Fünf Höfe, Munich, Herzog & de Meuron, 2003





## REFERENCE

Fünf Höfe, Munich, Herzog & de Meuron, 2003





## REFERENCE

Magna Plaza, Amsterdam,  
1992



REFERENCE

Magna Plaza, Amsterdam,  
1992





## REFERENCE

Magna Plaza, Amsterdam,  
1992





## REFERENCE

The Boekhandel Selexyz  
Dominicanen, Maastricht,  
Merkx and Girod Architects,  
2007



## REFERENCE

The Boekhandel Selexyz  
Dominicanen, Maastricht,  
Merkx and Girod Architects,  
2007



## REFERENCE

Maison Martin Margiela,  
Londra, 2005





## REFERENCE

Maison Martin Margiela,  
Londra, 2005





**comprare idee**



## REFERENCE

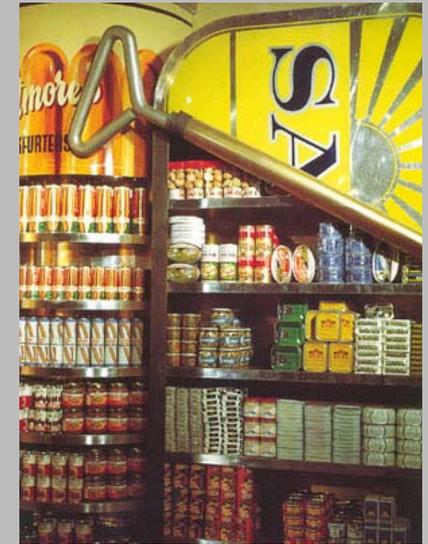
Bazaar, King's Road, London,  
1955





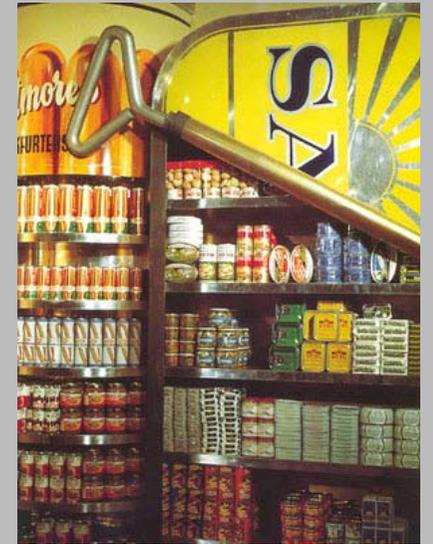
## REFERENCE

Big Biba, London, 1974



REFERENCE

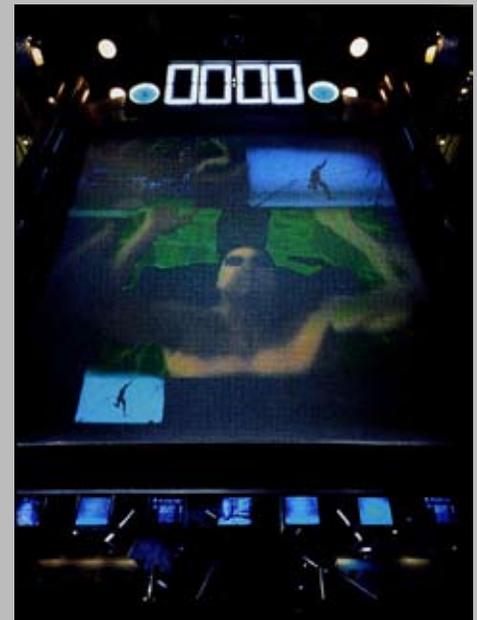
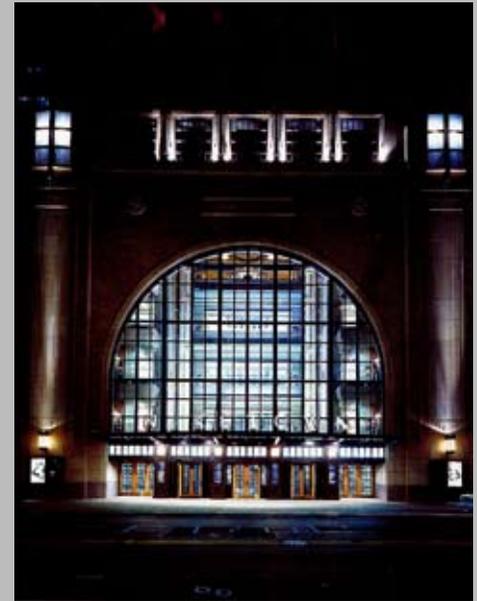
Big Biba, London, 1974





## REFERENCE

NikeTown, New York, LeClere Architects, 1998





**unisex shopper**

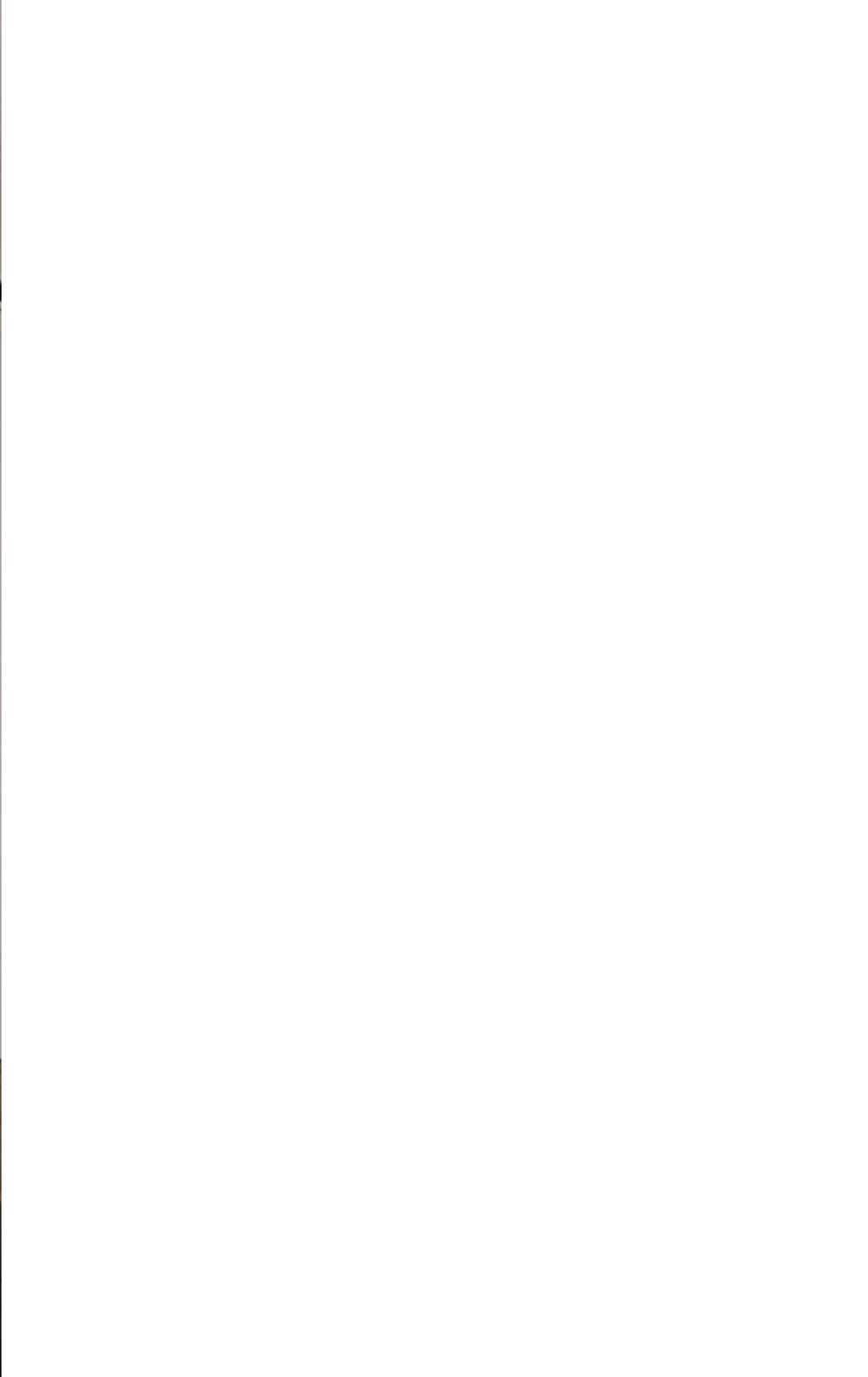
SLEEP WELL. STAY YOUNG.



NEW SULTAN mattress collection  
from **195,-** to **4.295,-**



«L'empire des signes»



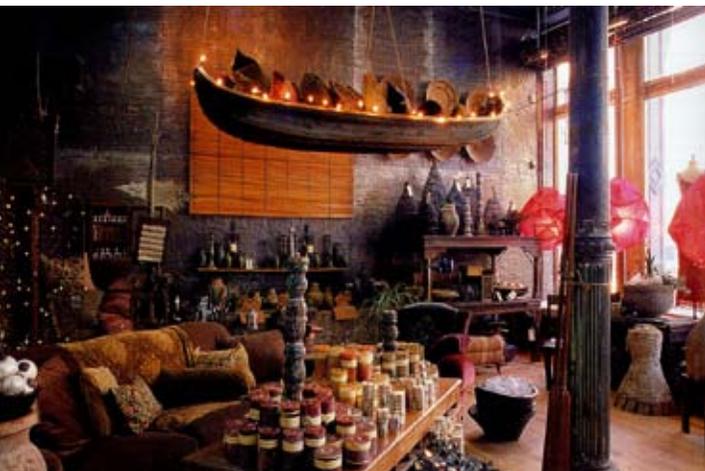
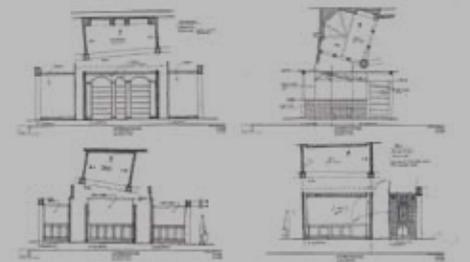
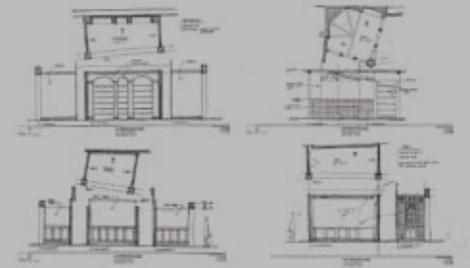


curated consumption



REFERENCE

Anthropologie, New York,  
Pompei AD, 1992





## REFERENCE

Colette, Paris, Arnaud Montigny,  
1997





## REFERENCE

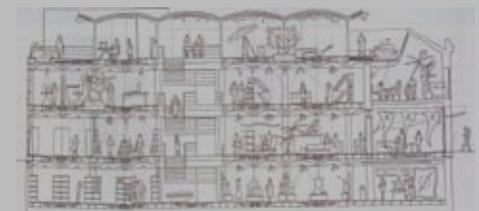
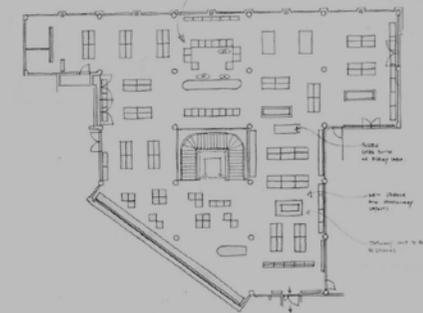
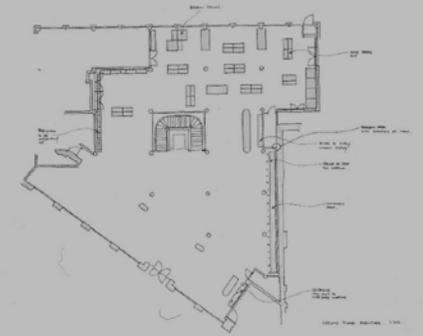
Colette, Paris, Arnaud Montigny,  
1997





## REFERENCE

The Conran Shop, London, CD Partnership, 1997



An aerial, high-angle photograph of a bustling outdoor market. The scene is filled with numerous stalls and a dense crowd of people. The stalls are arranged in rows, and the people are seen moving through the aisles. The overall atmosphere is one of a busy, active marketplace. The image is in black and white, with a dark, moody tone.

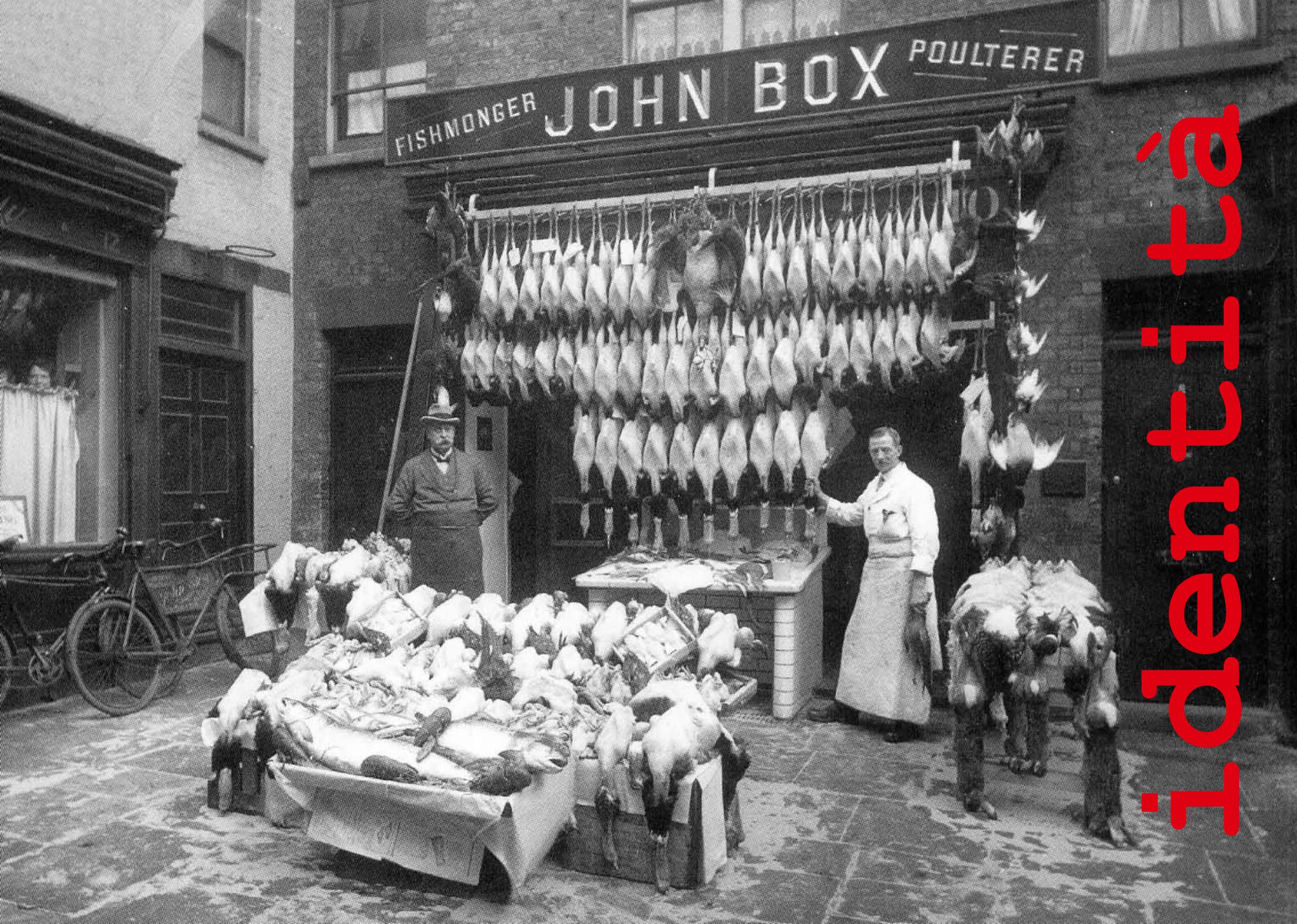
# [GLI SPAZI DELLA MERCE]

**identità**

**vetrina**

**ingresso**

**display**



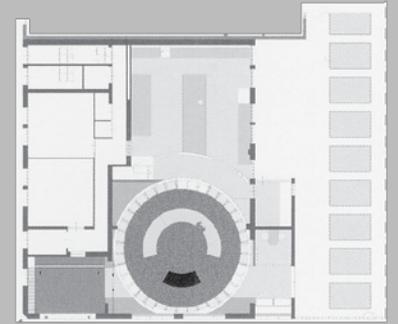
Identitiá



C.20

## REFERENCE

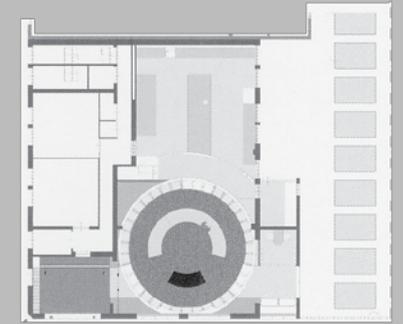
DE Lairese Pharmacy,  
Amsterdam, Concrete, 2002





## REFERENCE

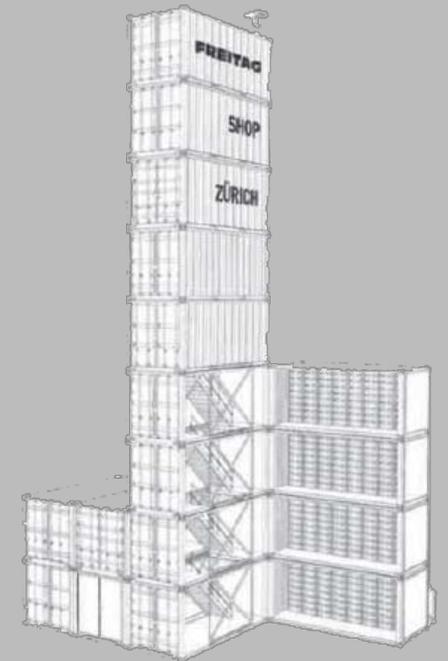
DE Lairesse Pharmacy,  
Amsterdam, Concrete, 2002





## REFERENCE

Freitag Flagshipstore, Zurigo,  
Spillmann Echsle Architekten,  
2006





**vetriina**



Malcolm Mc Laren,  
*Sex*, London, 1975



Selfridges, London,  
the shopwindow as an  
art piece "Rehab"

SCHUMANN - PORZELAN



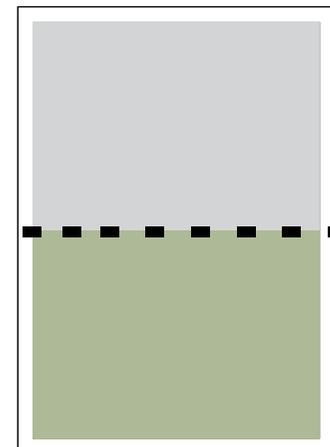
CARL SCHUMANN  
PORZELLANFABRIK & C.  
ARZBERG  
BADEN  
MADLER-PASSAGE  
TRAFFIC 2  
IN STADT

ingresso

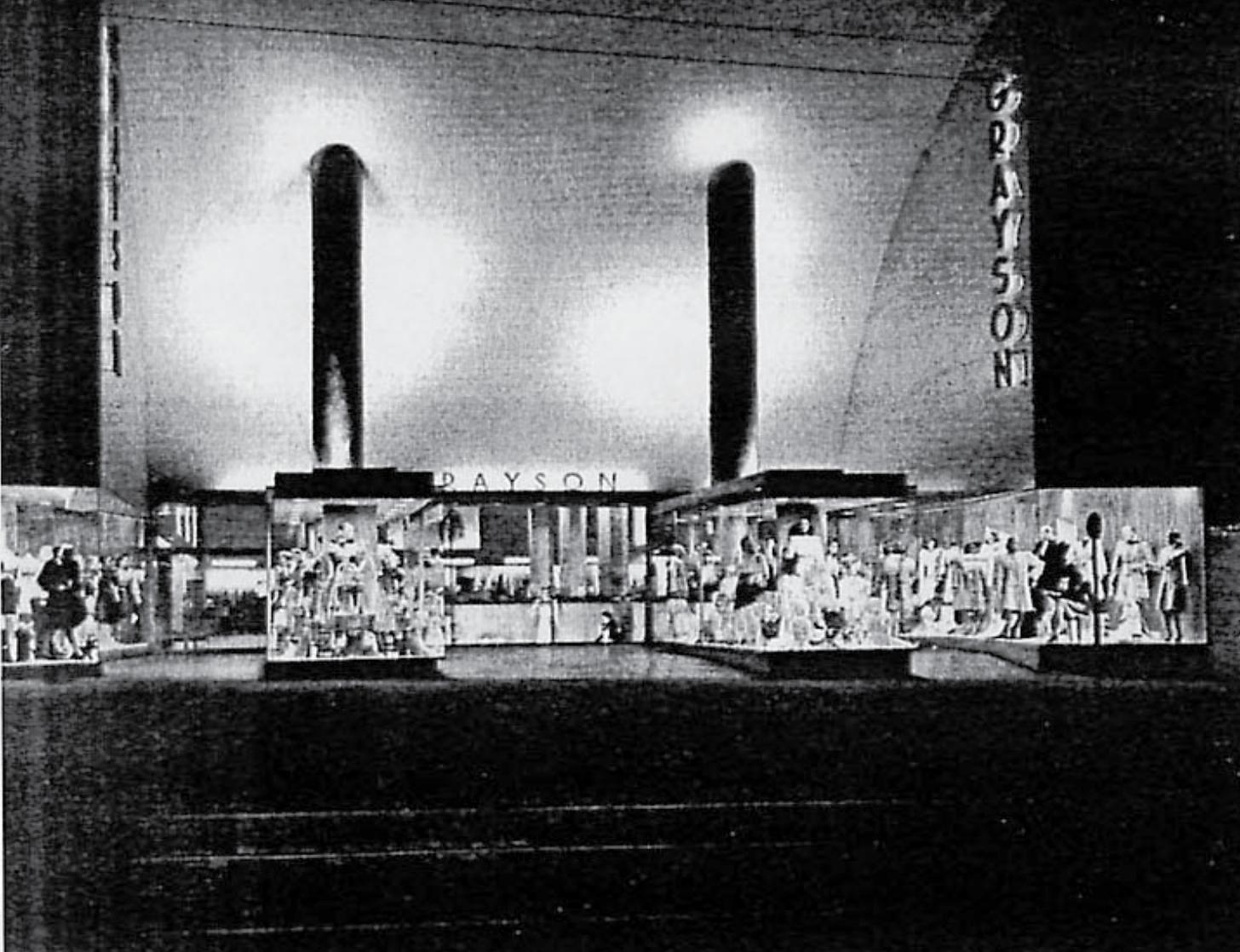


## REFERENCE

Freitag Flagshipstore, Zurigo,  
Spillmann Echsle Architekten,  
2006

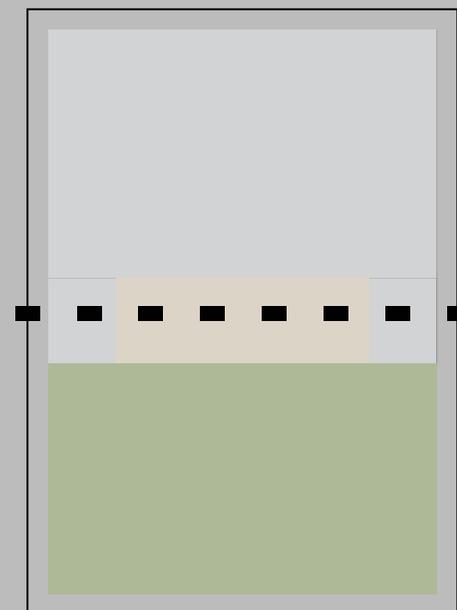
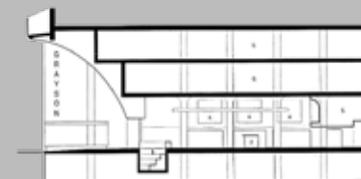
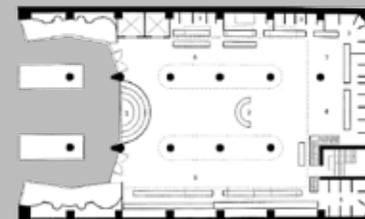


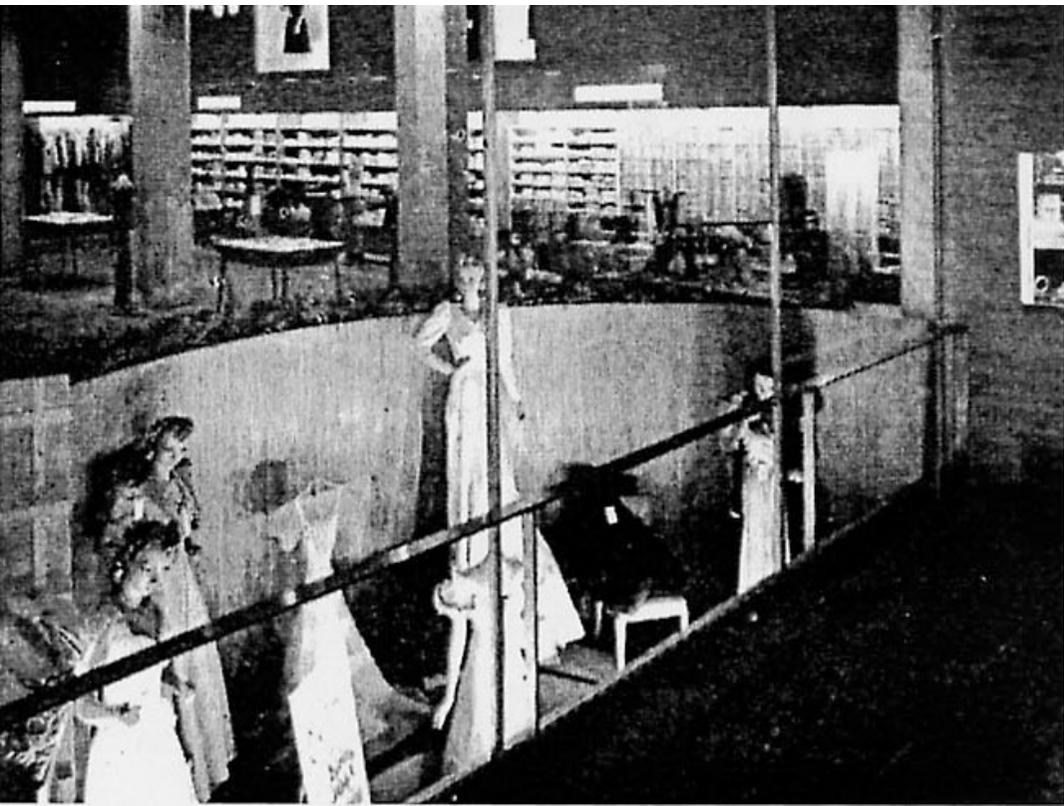
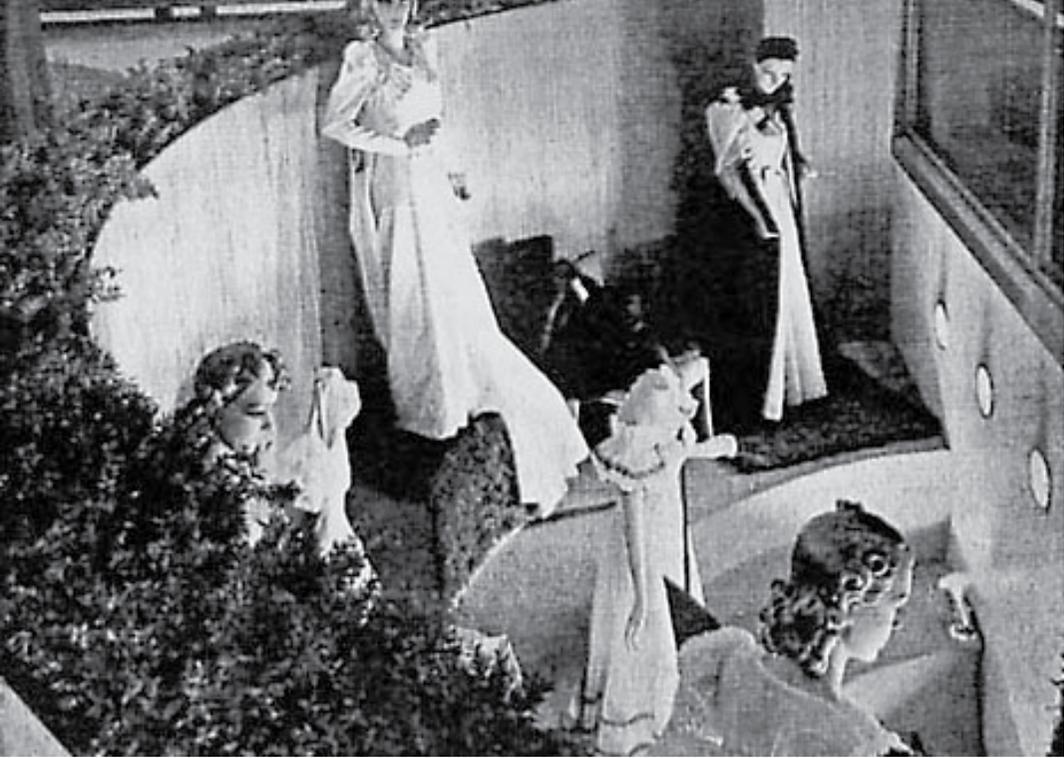
# GRAYSON



## REFERENCE

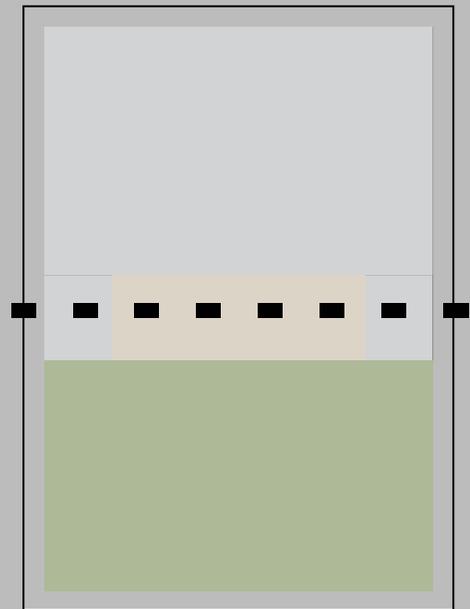
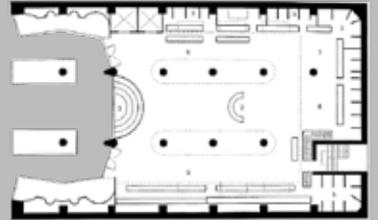
Grayson, Seattle, Victor Gruen,  
1941

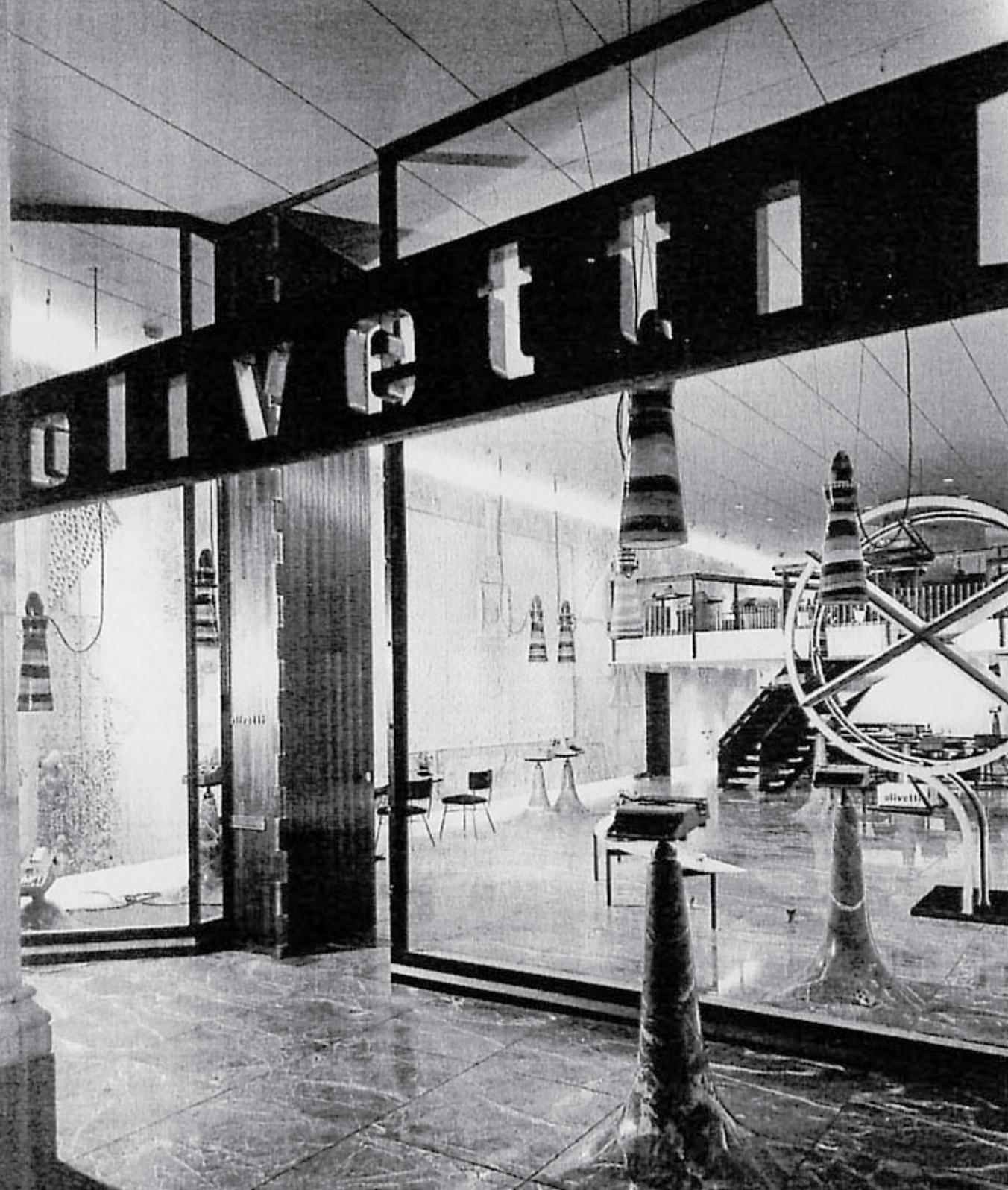




## REFERENCE

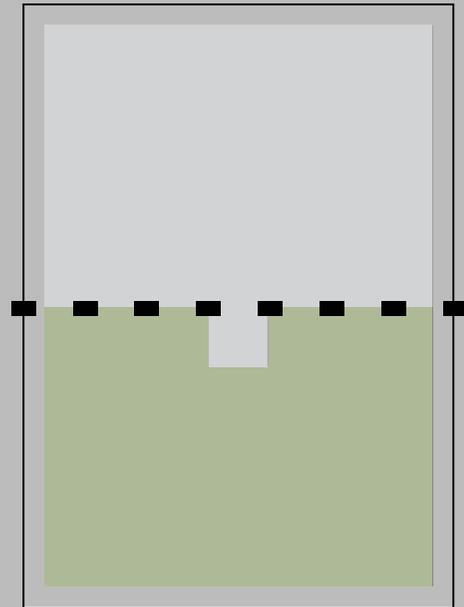
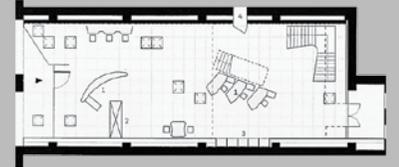
Grayson, Seattle, Victor Gruen,  
1941





## REFERENCE

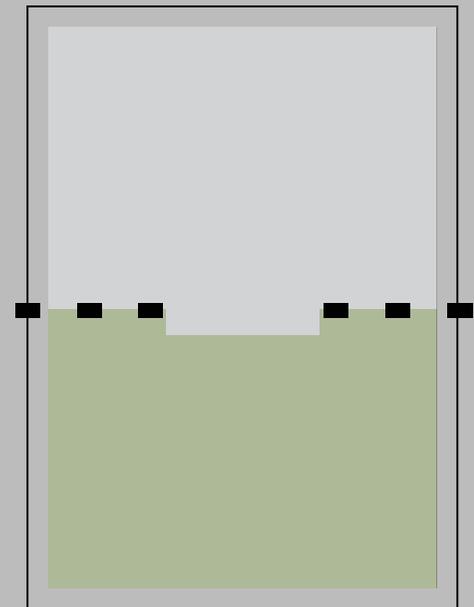
Showroom Olivetti, New York,  
BBPR, 1954





## REFERENCE

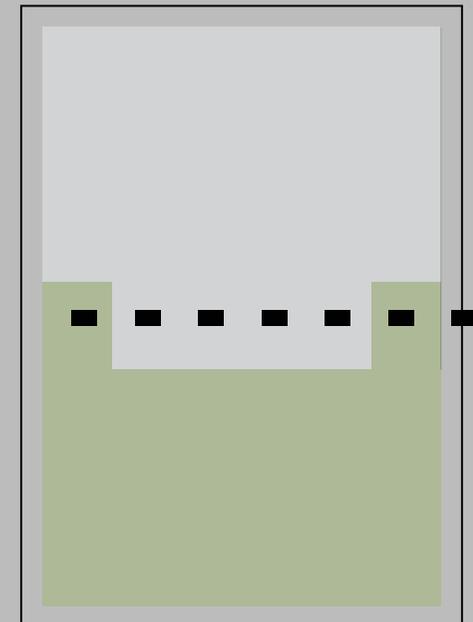
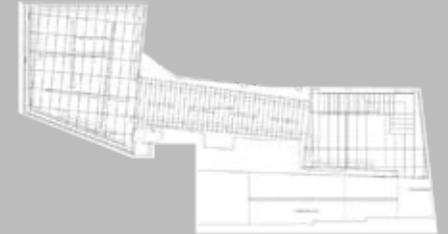
Comme des Garçon, New York,  
Future System, 1988





## REFERENCE

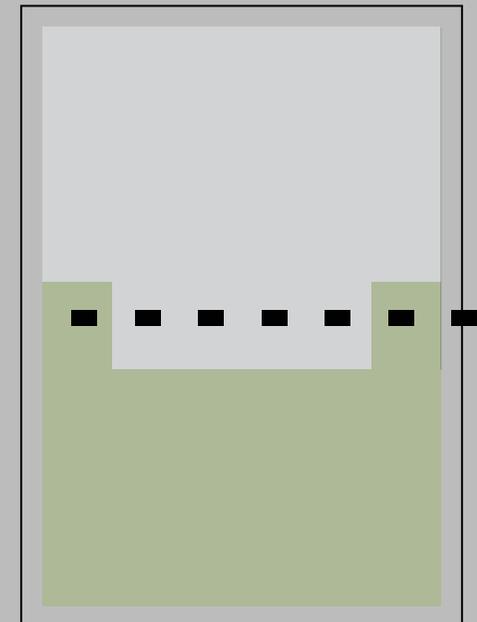
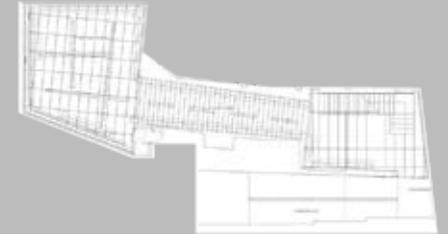
Karen Millen, London,  
Brinkworth, 1999





## REFERENCE

Karen Millen, London,  
Brinkworth, 1999





disposal day



Prada Epicenter,  
OMA, Los Angeles



Swatch retail store,  
Site, Nantucket, 1987



Foot soldier, Wonderwall,  
Tokyo, 2001



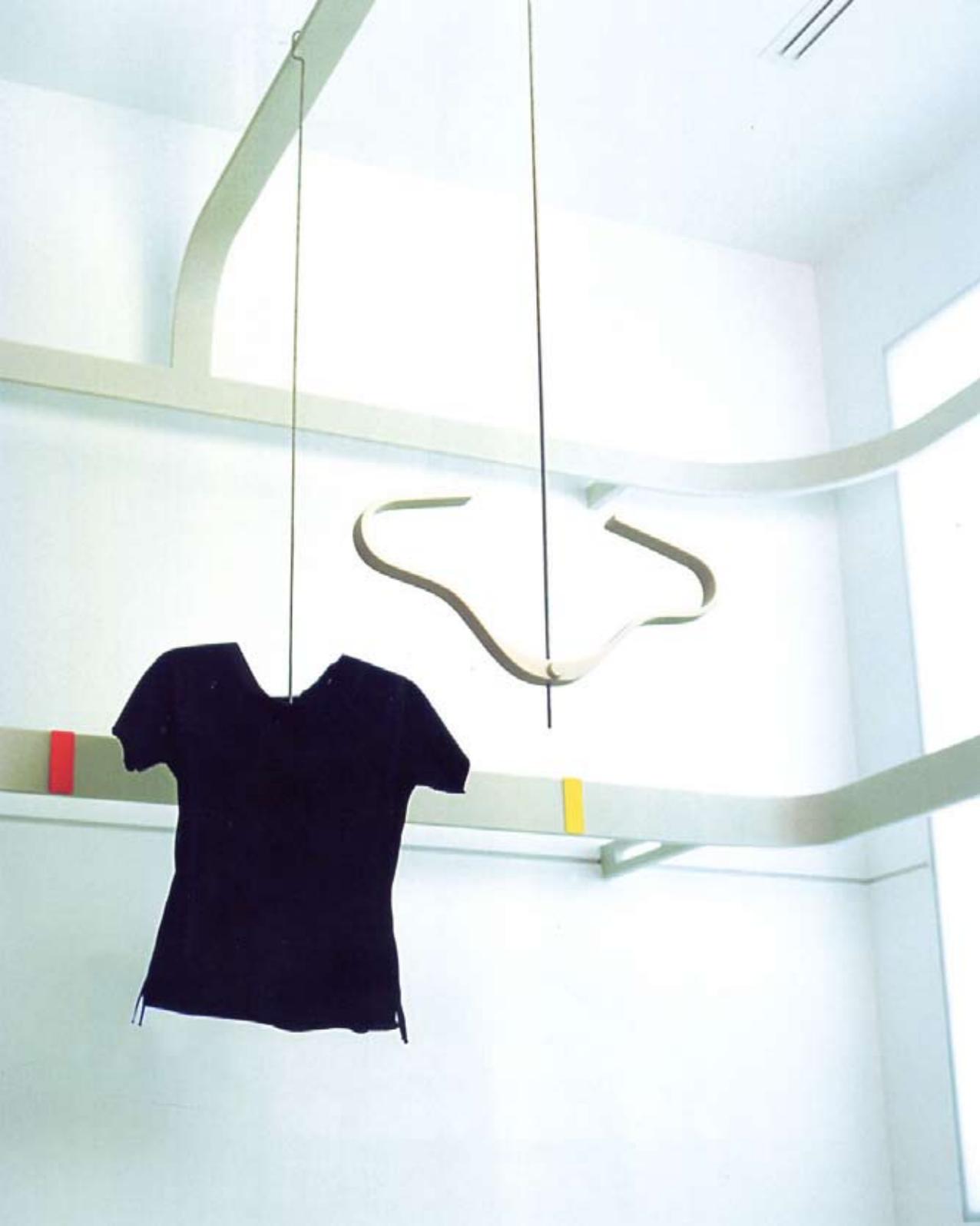
Me Issey Miyake, Curiosity-Nicolas Gwenael, 2001



Prada Epicenter,  
OMA, Los Angeles



Prada Epicenter,  
OMA, Los Angeles



Apoc Store di  
Issey Miyake,  
Erwan e Ronan  
Bouroullec, Par-  
is, 2000

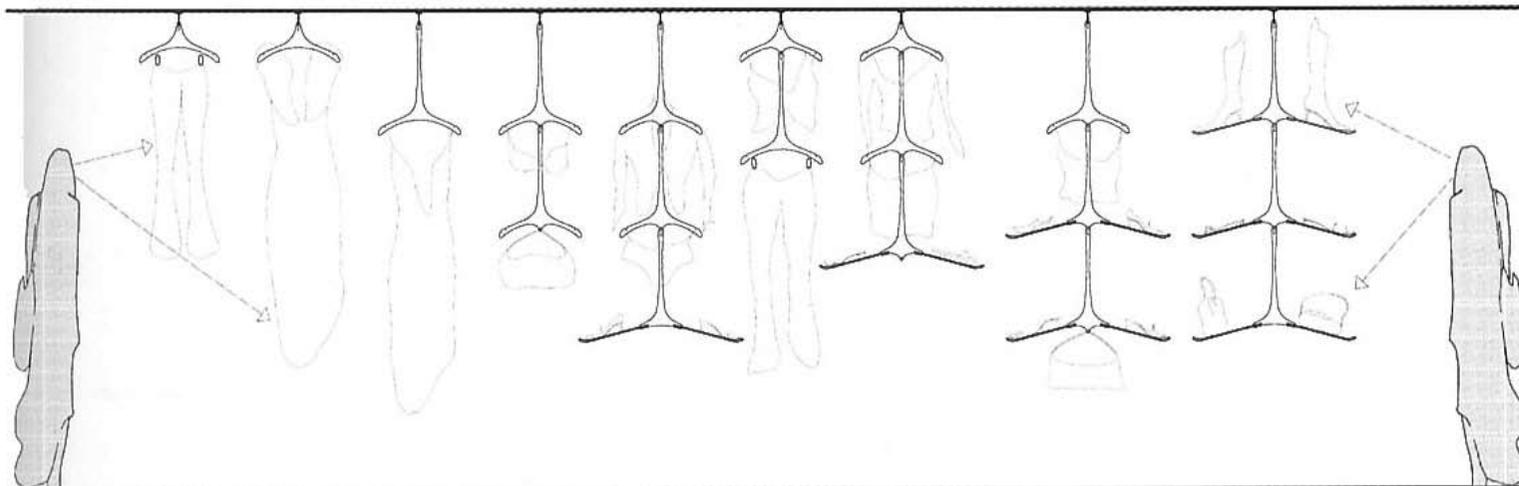
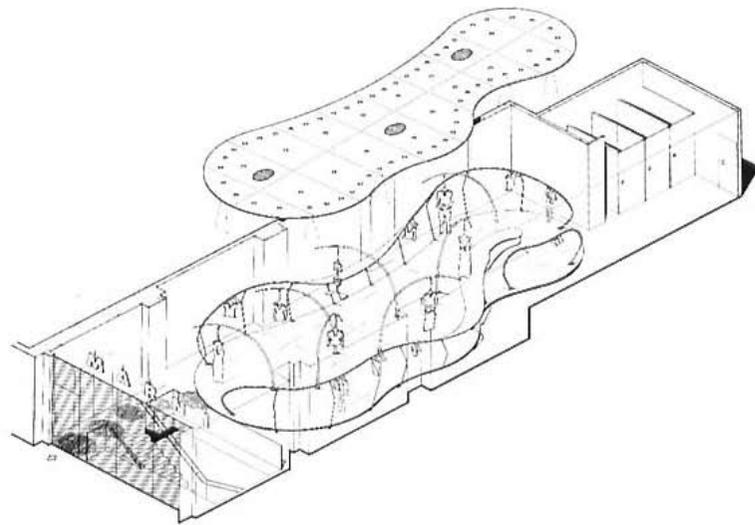


Shop & Show  
Pop-up, Tracey  
Neuls, London



REFERENCE

Marni, London, Future Systems,  
1999





## REFERENCE

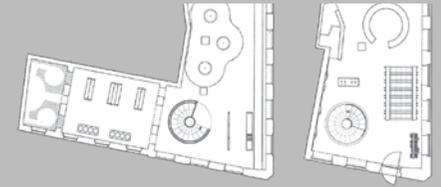
Marni, London, Future Systems,  
1999





## REFERENCE

Mandarina Duck, Paris, Drrog  
Design + NL Architects, 2001





## REFERENCE

Mandarina Duck, Paris, Drrog  
Design + NL Architects, 2001

