

Shop Till You Drop

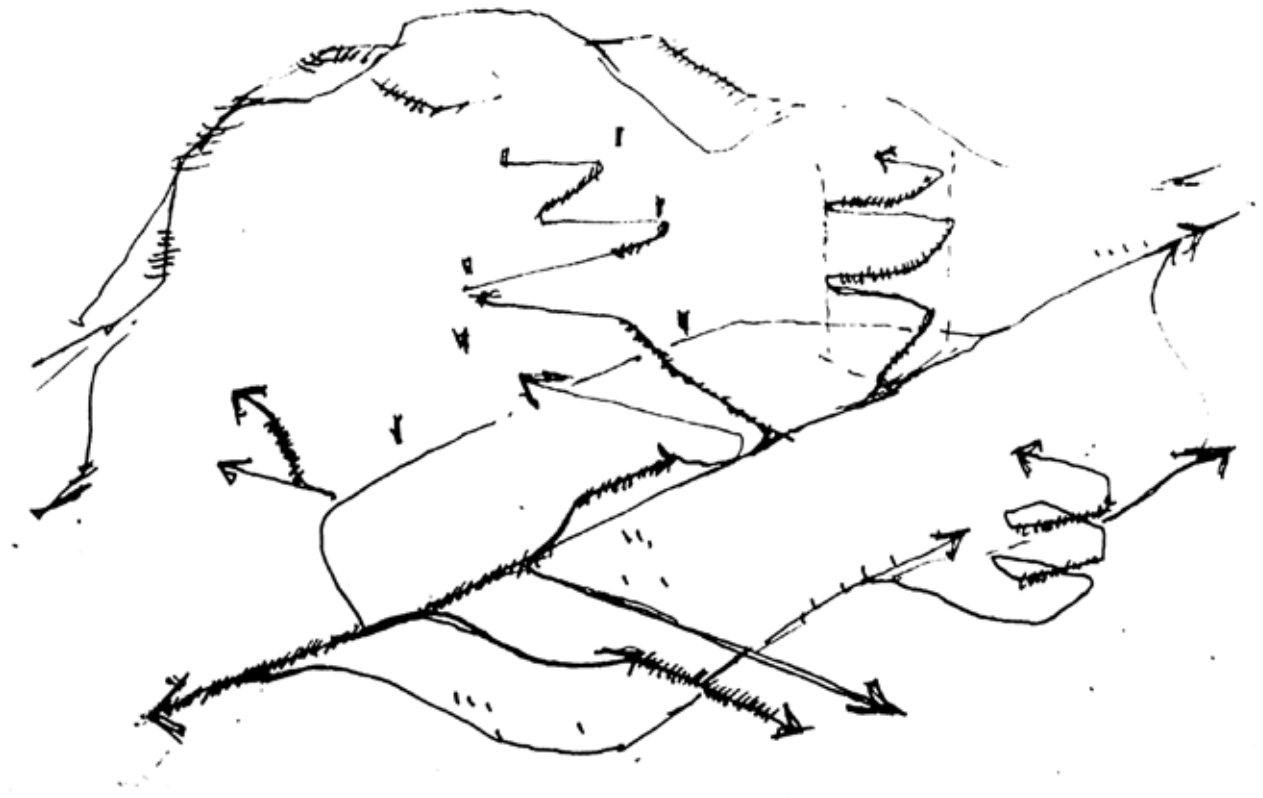


Table of Contents

3	Abstract
5	<i>Beyond the Rock</i> Photographs Collective Position Five Propositions Site Information and Drawings
25	<i>Individual Site</i> Information Drawings Photographs
32	<i>Individual Discourse</i> Precedent Studies Visualized Evidence Architectural References Expert Conversation
52	<i>Individual Contribution</i> Description Outcomes and Deliverables
76	<i>Bibliography</i>
80	<i>Afterword</i> Reflection: Individual Contribution in Relation to Collection Position and Individual Discourse

Abstract

Shopping has been a common form of consumption and production for a very long time. Its complex relationship to society has been maintained through activities of common exchange rather than an individual dictatorship. Recent times have witnessed its erratic growth, increasingly expressed as a predatory form of capitalist output. It has penetrated every aspect of urban life and influenced urban design decisions, resulting in shopping spaces gradually becoming mediators and regulators for urban life.

The contribution “Shop Til You Drop” aims to create a new experience in the old town of Gibraltar, seeking to engage visitors by luring them in with the world of shopping. By designing a unique space that combines the architectural character of the heritage city with that of the modern aspiration of commercialization, it seeks to rebuild the characteristic of the street to bring in economic revenue and urban growth.

In dense Gibraltar, where populations are set to increase, commercial, social, and residential objectives must be spatially coordinated. Commercial centers must innovate in order to be financial, socially, and environmentally sustainable. The contribution is shaped by two pivotal design focuses—the human-scale experience, and the speed of space engagement.

First, to enhance footfall in shops and the salability of products, the design must reflect diverse human-scale experiences. Research on shopping streets has suggested that the density of events—the number of entrances to stores over 100 m—increases attraction, indicating that the attractiveness of the shopping mall is not judged by its size or number of stores alone. The larger the number of events, the more likely people are to experience different scenarios as they walk along the same street.

Secondly, a pleasant shopping experience on the street needs a redistribution of visitors in relation to their speed—a notion evident in every thoughtfully designed space. Speed varies for pedestrians, cyclists, and wheelchair users, all while using the same space. Similarly, the speed of flux varies depending on the architectural devices installed such as staircases, spiral stairs, ramps, escalators, and

elevators. It therefore becomes necessary to satisfy the purpose of the users and the purpose of the retail owners by redistributing the existing space to create circumstances that benefit all speeds. The shops on Main Street must offer other services and added value to the street, public life, and identity of the territory. Commercial optimization of the city center, serving a very transitory population, can create a quality, complex, living-and-working environments for permanent populations in Gibraltar.

Increased shops compared to Gibraltar’s scale rationally meet the demand by reflecting upon population growth, increased commuters due to open borders and predicted increased traveler. The project rearranges Gibraltar’s stores through commercial analysis and suggests introducing new brands that would make the place more attractive. A shopping center in the old town could control the speed and direction of Gibraltar’s flux through a basic architectural device—the street. A catalyst that brings revitalization to the old town, it could transform the area into a new space where the relationship between commerce and urbanism is inverted—from shopping as a component of the city, to shopping as the prerequisite of urbanity. Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind.

Five propositions

- In dense Gibraltar, where populations are set to increase, commercial, social, and residential objectives must be spatially coordinated.

- Commercial centers must innovate in order to be financial, socially, and environmentally sustainable.

- The shops on Main Street must offer other services and added-value to the street, public life, and identity of the territory.

- Commercial optimization of the city center, serving a very transitory population, can create a quality, complex, living-and-working environments for permanent populations in Gibraltar.

- Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind.

Seung Keun Lee ^(KR)



As Found Propositions

Photographs from authors during fieldtrip in Gibraltar, June 2019

Beyond the Rock

Spatial interventions define and are defined by flux. Fluxes manifest in infrastructure, urban arrangements, buildings, and rooms, guiding, directing, and facilitating our movement. Simultaneously, the practice of movement defines our perception of space. On land we orientate through boundaries, borders, obstructions, and divisions between fields, regions, and states. At sea, our position is determined by intersecting lines of connections through distant objects, creating reference points and networks.

Gibraltar—a small peninsula on the southern tip of Europe—has been one of these reference points for many years. The stable presence of the Rock has been central to many stories, myths, and projects—from the Pillars of Hercules to the dream of Atlantropa. The 421-meter-high limestone formation has been a reference point for sailors, a strategic location for military garrisons, and a crucial stopover for migratory birds and insects. Gibraltar is therefore associated with being a stable, static, and steadfast small town, where one only ends up by virtue of circumstance.

However, Gibraltar is anything but stagnant. Surrounded by water, the territory is part of a global trading network characterized by the movement of cargo, passengers, and migrants. It lies in the midst of the Strait, to which the peninsula lends its name, which defines and unfolds the dynamic, fluctuating, and ever-changing condition of the territory.

As maritime choke points, continental straits determine the rhythm, capacity, and intensity of shipping patterns. Located between two polarities, they pose an inherent condition of tension, conflict, and imbalance. As such, straits channel and catalyze flux. Where there is difference, there is flux; where there is flux, there is dynamism. The Strait of Gibraltar, too, can be understood in such terms—strategically located between two continents, it separates the Atlantic Ocean from the Mediterranean Sea. On its edge lies Gibraltar—the entry point to the Mediterranean.

Gibraltar is a relatively unimportant yet historically significant entity; the peninsula is a mere 6.8 sqkm with 33,000 people living almost exclusively on the west side.

Around 250 Barbary macaques and many other species live or stopover in the Upper Rock Nature Reserve, covering 36% of the land. Gibraltar is still crucial in its wider context. Over the course of history, the seemingly insignificant territory has been fought over, conquered, isolated, and reconnected by many. Early Islamic settlers from 711 AD conceived of the city as a fortress; in the sixteenth century the old town started to extend from the Moorish Castle, and the following centuries saw Spanish and Anglo-Dutch troops taking hold of the Rock. Their defenses, moles, batteries, and bastions shaped its surface, while tunnels and excavations shaped the interior of the Rock.

When the end of Great Siege (1779–1783) temporarily stabilized tensions, Genoese, Portuguese, and Moroccan merchants made their way to Gibraltar to make their fortunes at this British trading outpost. In the nineteenth century this multicultural community expanded the city into reclaimed land and onto the Rock, leaving their architectural marks on the city. Today, Gibraltar remains a British Overseas Territory but with separate legal jurisdiction. It is said that as long as the monkeys stay, the British won't leave. But that, soon, might change. Could we reimagine Gibraltar as an autonomous territory?

Independence and Interdependence

Gibraltar is not an island, yet it is prone to isolation. Without any natural resources, the peninsula is highly dependent on its relationship with its surrounding context. This has put tremendous pressure on its border—a 1.2-km-long threshold beneath the Spanish town of La Linea. As Gibraltar is highly dependent on imports and cheap labor from Spain, obstructing this frontier can have a dramatic effect on Gibraltar's economy. As such, it forms an important bargaining tool for its neighbor.

Since the 1713 Treaty of Utrecht officially assigned Gibraltar to the British, Spain has tried to reclaim the strategic outpost by force and persuasion. Gibraltarians, however, want to stay British; in the 1967 sovereignty referendum, a massive majority of 99.6% of Gibraltarians expressed their eagerness to remain under British rule.

As a response, Spanish dictator Francisco Franco restricted all forms of trade and traffic across the border, leaving Gibraltar with no other option but to turn to northern Europe and Africa

for help. For 16 years, until the border fully reopened in 1985, the UK, the Netherlands, Portugal, and Morocco provided the territory with food, water, medical oxygen, and construction materials by sea and air. Franco's actions also forced Gibraltar to look inwards, identify its strengths, and make alliances to overcome its weaknesses.

Following the reopening of the border, the government of Gibraltar actively rebuilt its economy by accentuating its differences from its surrounding context. Over the past four decades, three major industries have emerged—in the 1990s tourism and ship refueling (bunkering) began to account for a significant daily in- and outflow of both people and ships. Financial services then emerged as another major industry after beneficial tax policies implemented in 2009 attracted foreign investors and online gambling enterprises. The boost to employment and general shift towards high-end residential development has brought a significant temporary population increase in recent years, mainly from the UK. These have negated some of Gibraltar's dependencies, but the built environment is still highly dependent on Spain.

Up to 12,000 tourists a month at the cruise terminal, peruse Main Street, and take the cable car for a quick visit on the Rock to illegally feed the monkeys, while 15,000 workers cross the border from the neighboring Spanish town of La Linea every day.

With limited options for urban expansion, the local construction market is highly competitive. Fast-paced developments arise on reclaimed land and former British military grounds, over which the local authorities have little to no control. Often initiated by Spanish contractors and private investors, building culture is characterized by a case-by-case system with little room for architectural innovation. In turn, Spanish urban planning culture restricts Gibraltarian architects to their familiar territory.

How can Gibraltar expand its architectural context and open new doors for its architects?

While the political situation of the European Union and the United Kingdom are destabilizing, Gibraltar finds itself in an ever-more vulnerable state.

However, opposite the Strait in Morocco and Algeria, solar and biomass energy sectors are rapidly evolving.

They are likely to result in large-scale urban and infrastructural expansion, creating major investment opportunities in northern Africa.

In this projection, Gibraltar aims to monetize these opportunities by shifting its gaze to Northern Africa, plugging into the energy circuit south of the Strait.

As such, Gibraltar's potential, importance, and territory are no longer defined by its administrative borders, but rather in relation to the networks it operates within.

What could be the repercussions on the local building culture of Gibraltar?

If Gibraltar wants to gain control over its precarious condition then one thing is inevitable—connection.

As new and improved infrastructural connections create opportunities for investment and expansion in and around Gibraltar,

improved connection to Morocco enhances the capacity of energy, freight, and capital flows across the Strait.

Gibraltar's beneficial tax policies make import through the territory appealing for both Europe and Africa,

accelerating urban expansion and economic growth in nearby cities.

For Gibraltar specifically, the change means that the territory transforms from a geopolitically insignificant peninsula to a crucial node in the intercontinental trading network.

How can Gibraltar exploit this new nodal condition, and how can architecture assist that?

3) Gibraltar as Destination

A transport hub integrated within Gibraltar's urban tissue concentrates all traffic and freight, distributing the flows along and across the territory. By expanding its context to Africa, economic opportunities attract migration from its surrounding area, creating potential for Gibraltar to become more attractive to investors, tourists, and residents. Additionally, the optimization of ferry routes between Africa and Europe enhances the overseas connection for passengers. How can spatial strategies accommodate and optimize these new and intensified fluxes?

4) Population Growth & Urban Expansion

When financial opportunities open up, people from other countries arrive to reap the rewards. Improved maritime connections and accessibility strengthen the capacity, speed, and frequency of traffic across the Strait, and are thus projected to bring a substantial population increase—laborers from Northern Africa and investors from China are shifting their gaze from Africa up to Gibraltar. To accommodate this population increase, Gibraltar is projected to expand and densify into the sea as well as on land, following its existing strategies of long-term planning on the west side, and rapid reclamations on the east side. How could the peninsula deal with the contested changing coast lines, and how would these new communities express themselves in public space?

5) Climate Change

Gibraltar's natural water borders form not just a connection across the Strait, but also a threat to its expansion. While rising sea levels amplify the spatial pressure on the territory, rising temperatures, extreme weather events, pollution, and overfishing have resulted, and continue to result, in mass extinction and biodiversity loss to which the unique species in Gibraltar are especially vulnerable. How can we reconsider these crucial thresholds between the city and the water, and the city and the Upper Rock, accommodating both human and non-human populations?

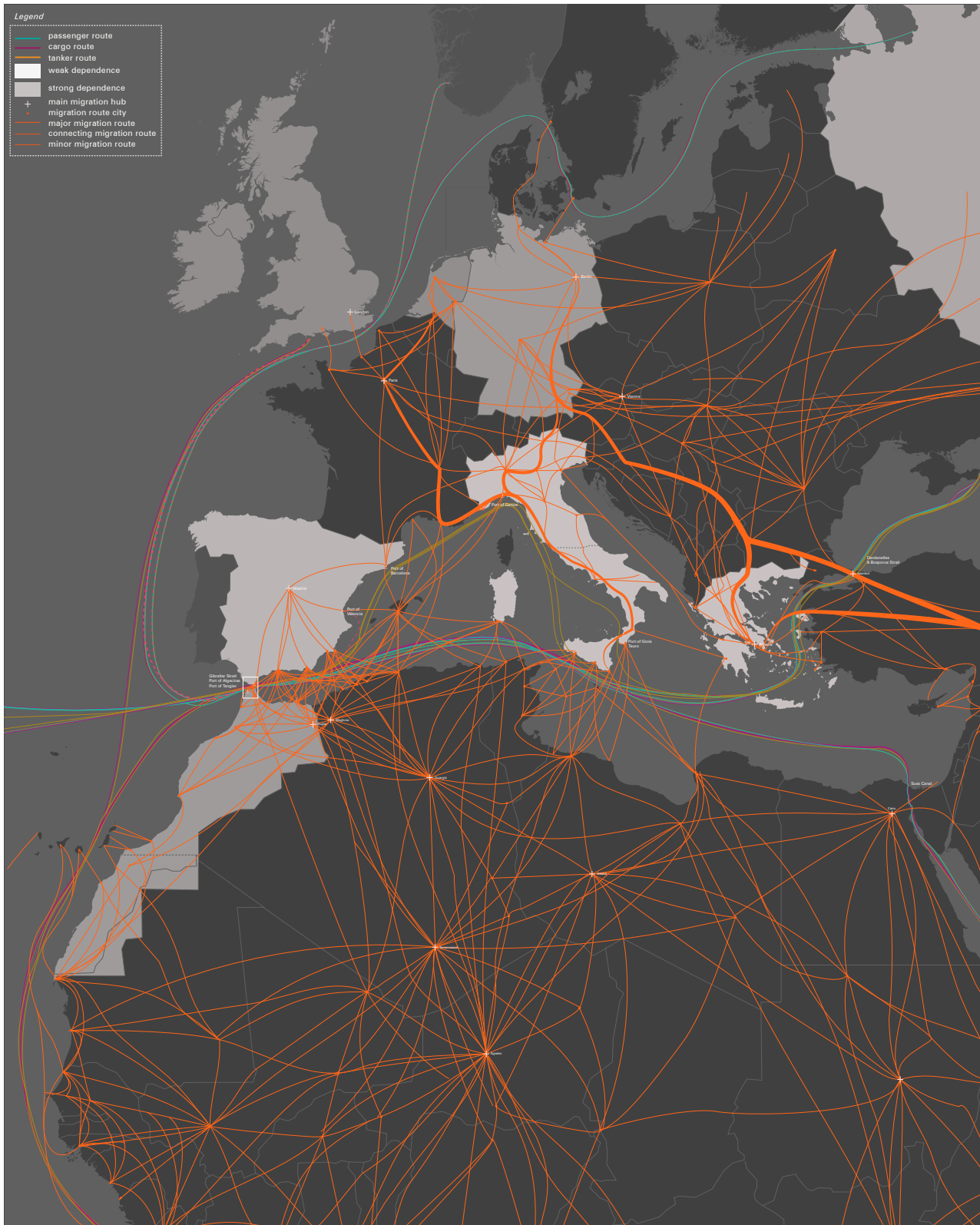


Gibraltar: The Built Environment



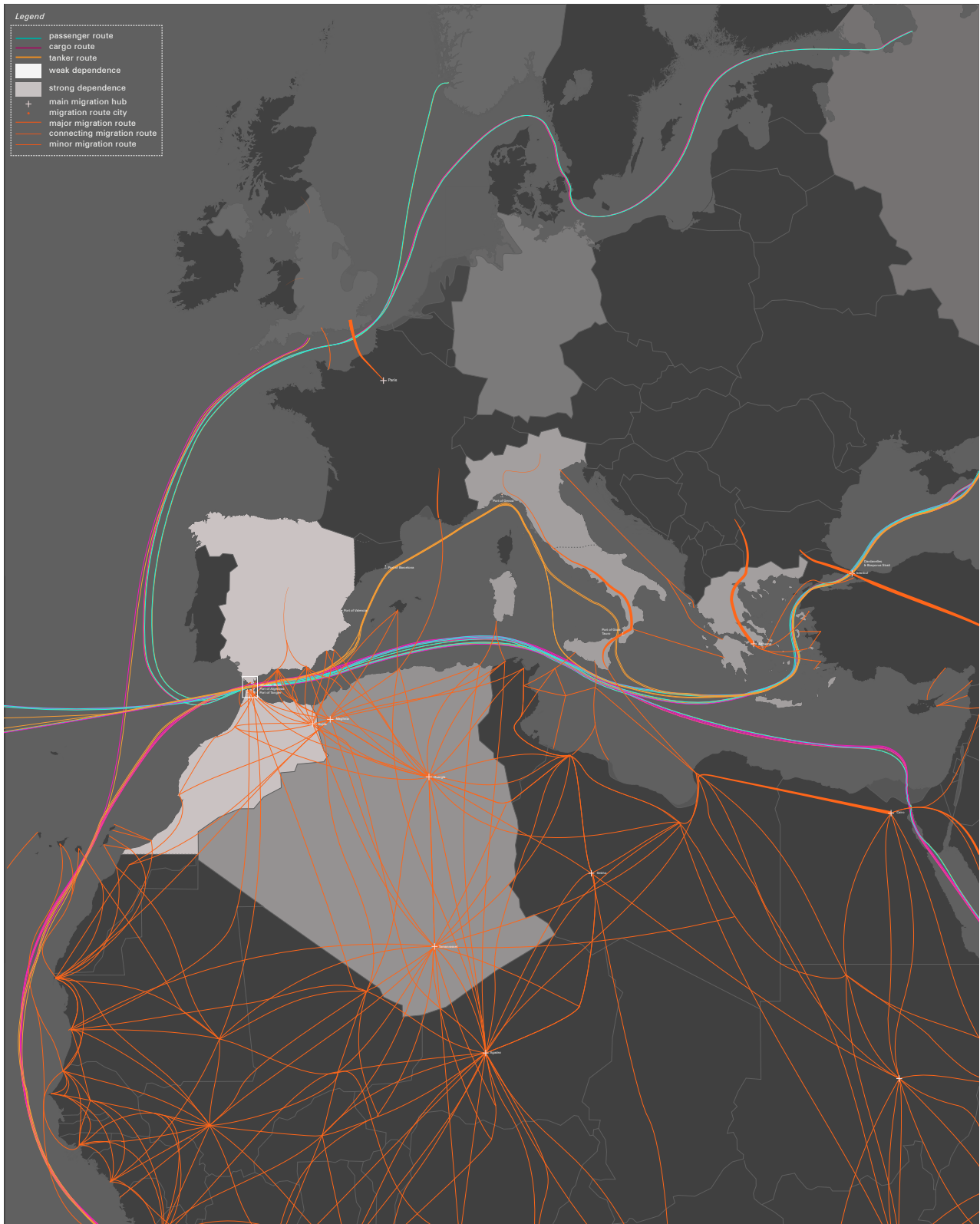
Site location of Gibraltar

1) Geopolitical Shift



2020

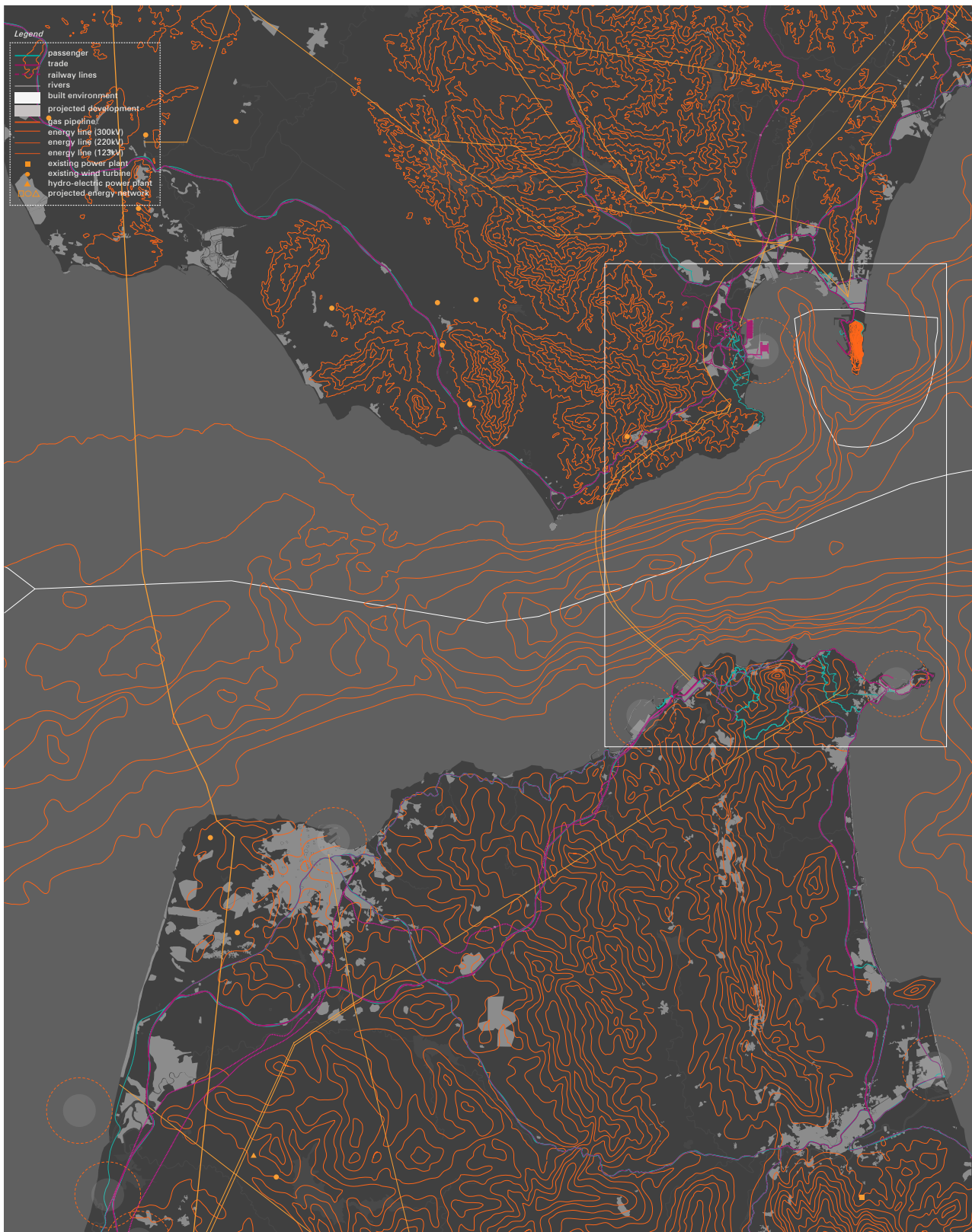
The Territory of Gibraltar: map with present dependencies and migratory routes



2050

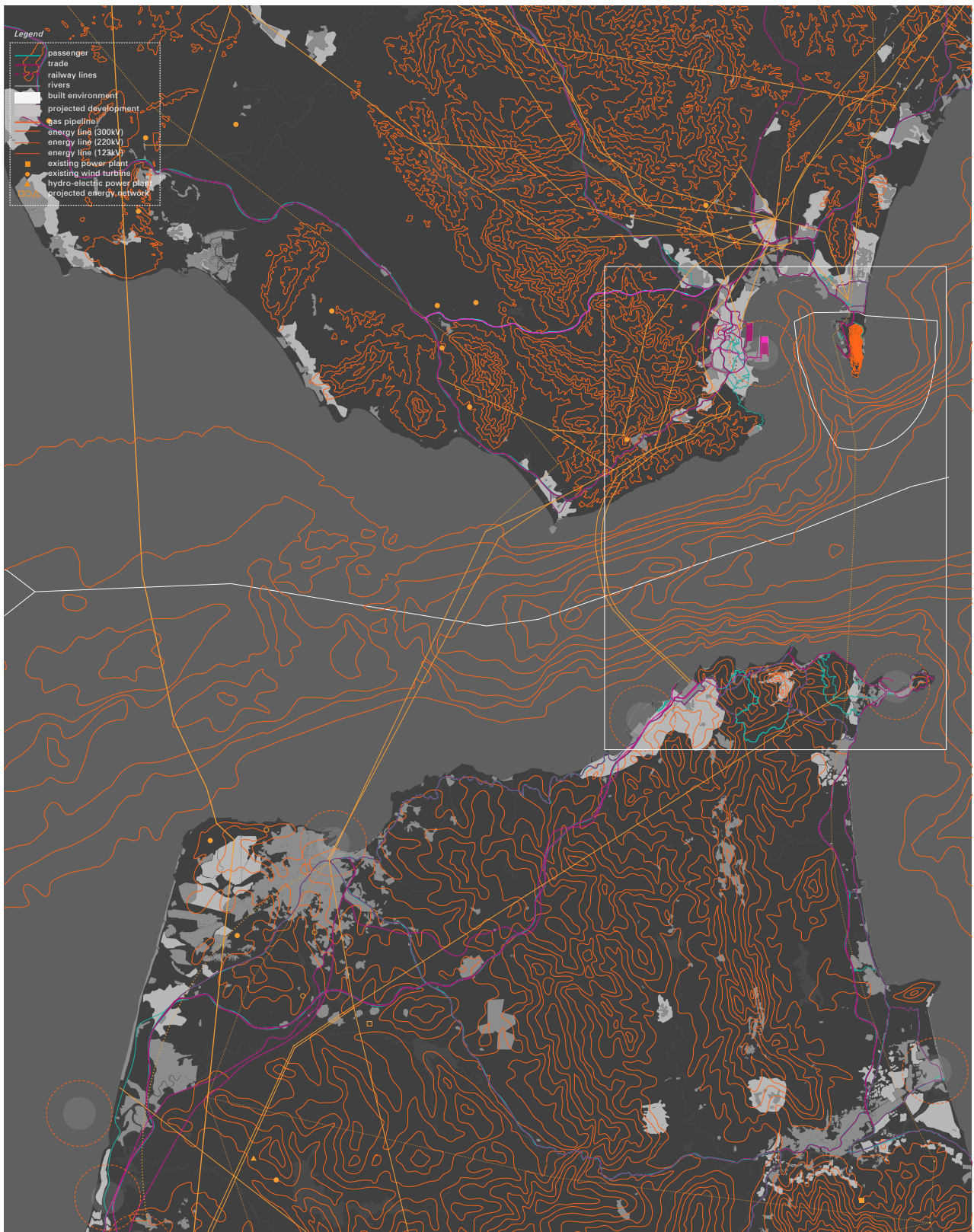
The Territory of Gibraltar: map with future dependencies and the re-orientation towards Africa

2) Infrastructural Connectivity



2020

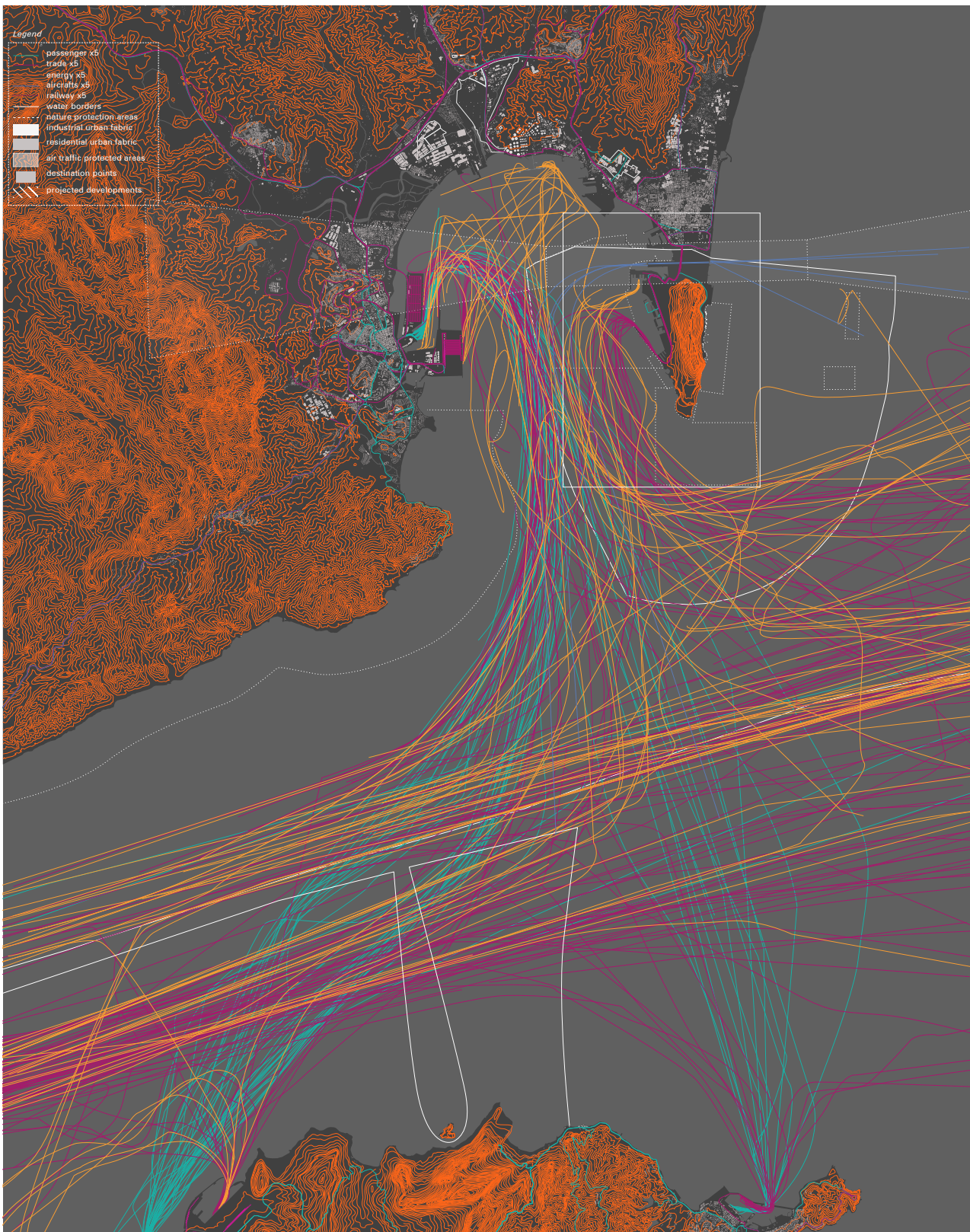
The Strait of Gibraltar: map with the existing economies and infrastructural developments



2050

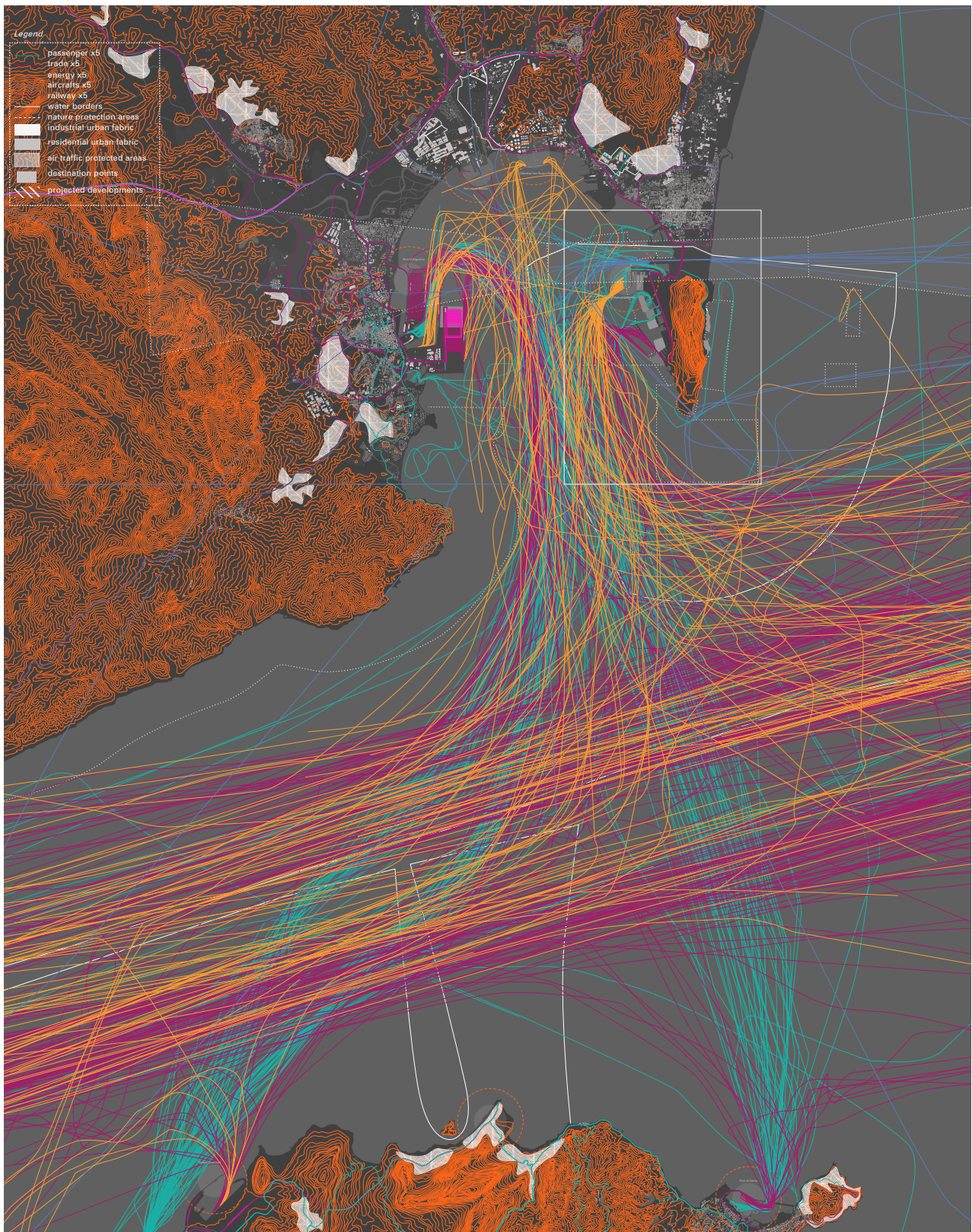
The Strait of Gibraltar: map with the future growing economies and infrastructural developments

3) Gibraltar as Destination



2020

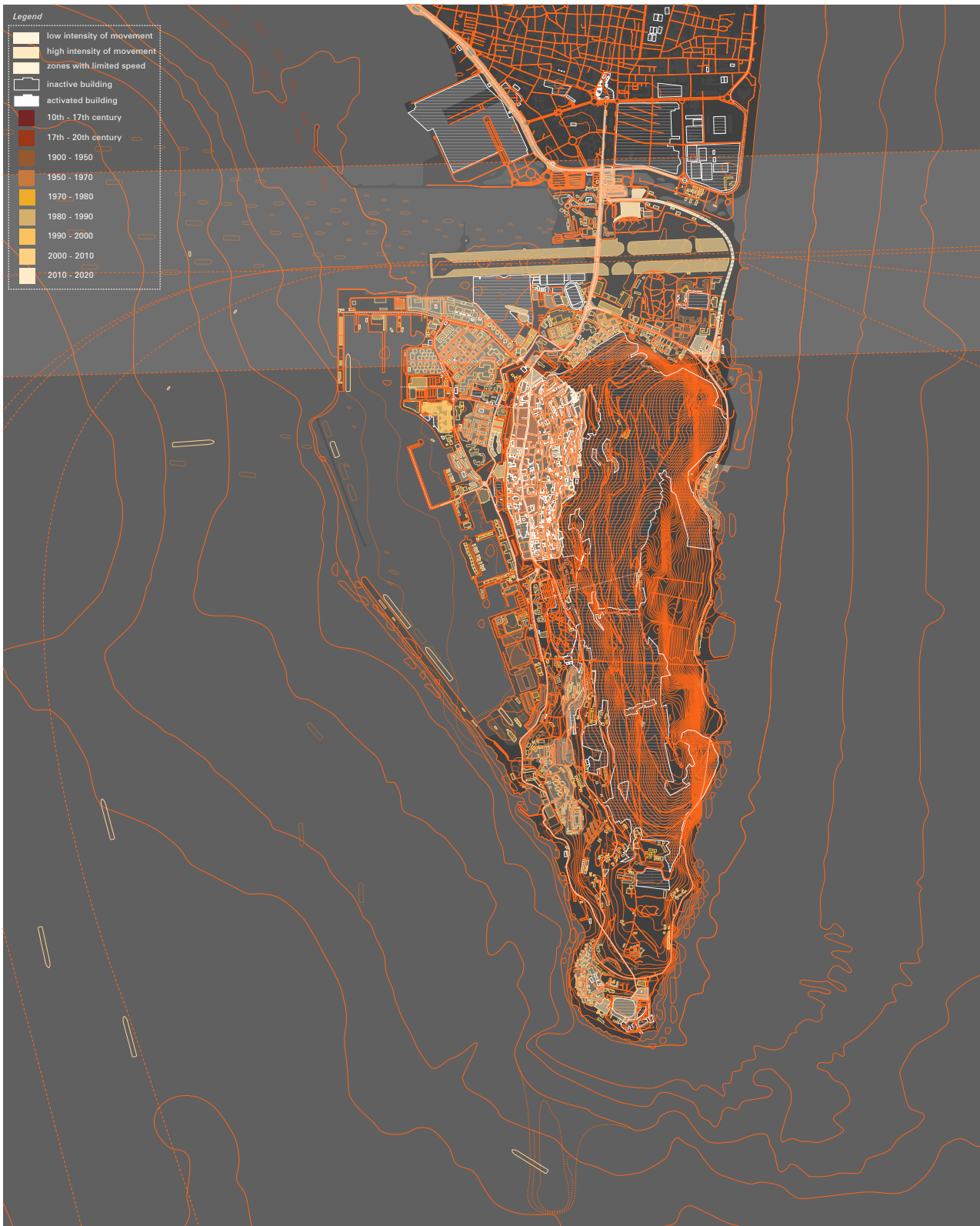
The Bay of Gibraltar: map with the existing weekly traffic through and across the Strait



2050

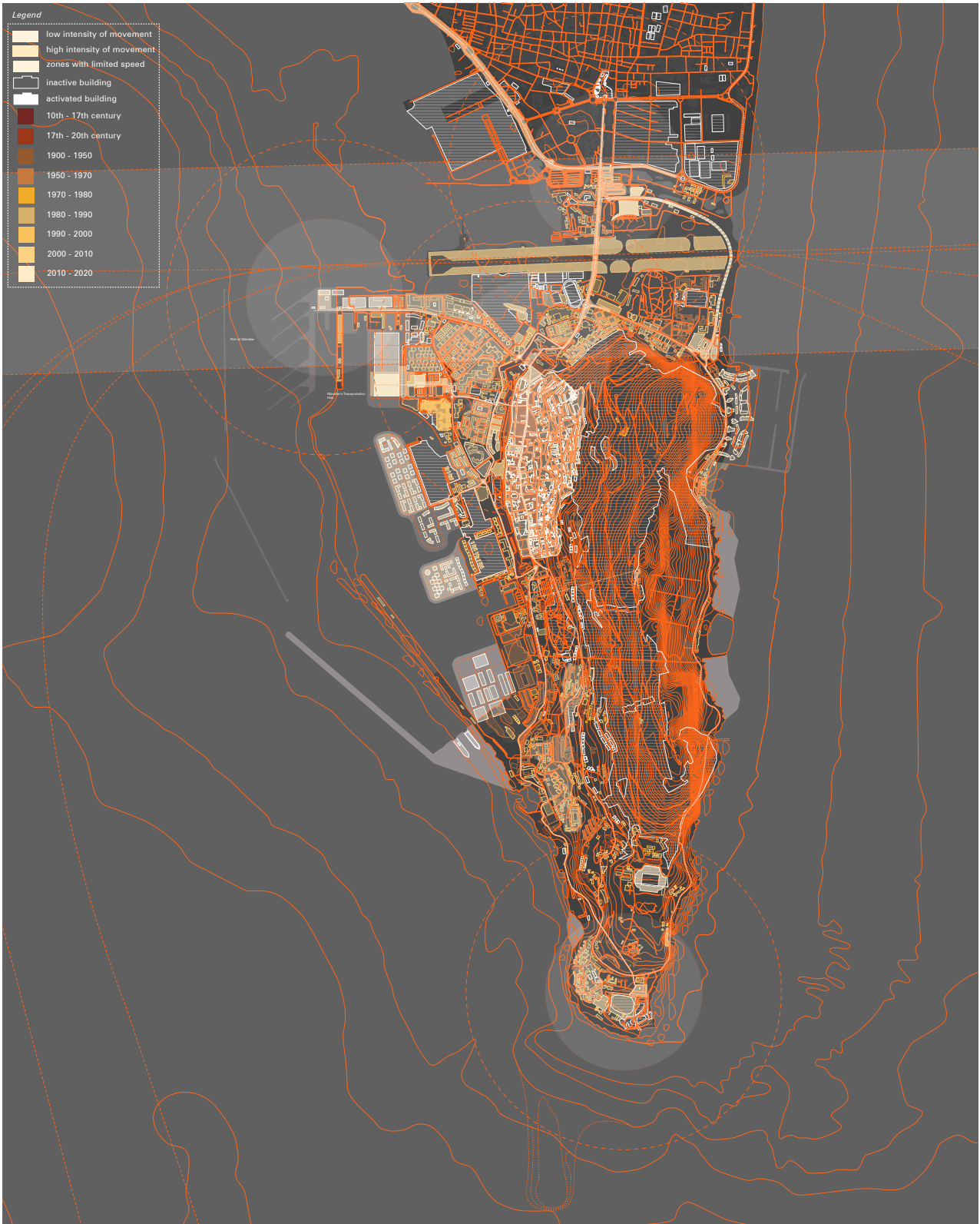
The Bay of Gibraltar: map with the future weekly traffic through and across the Strait

4) Population Growth & Urban Expansion



2020

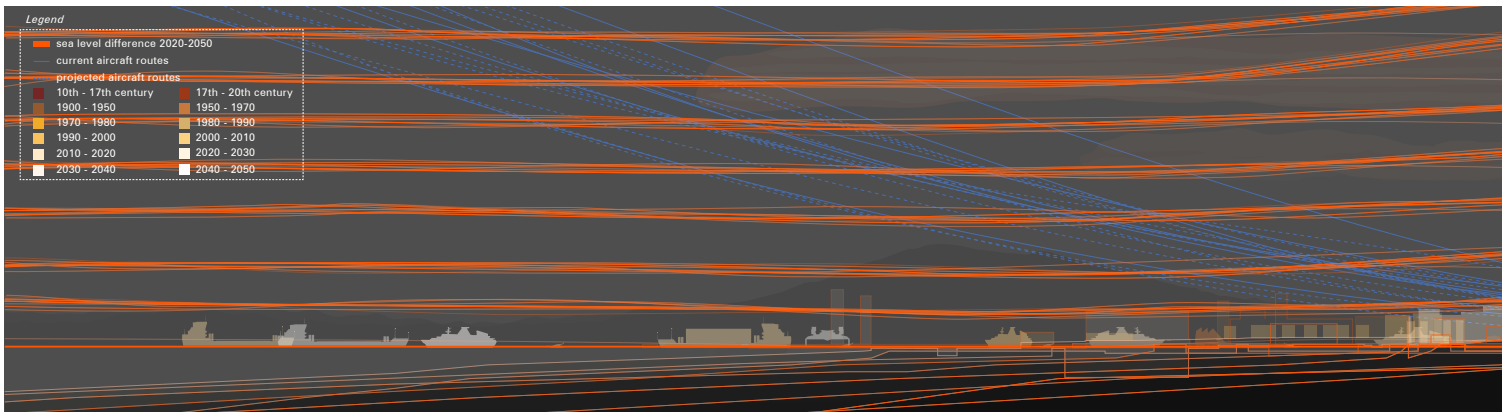
The Rock of Gibraltar: map with the existing built environment and the peninsula at its current state of flux

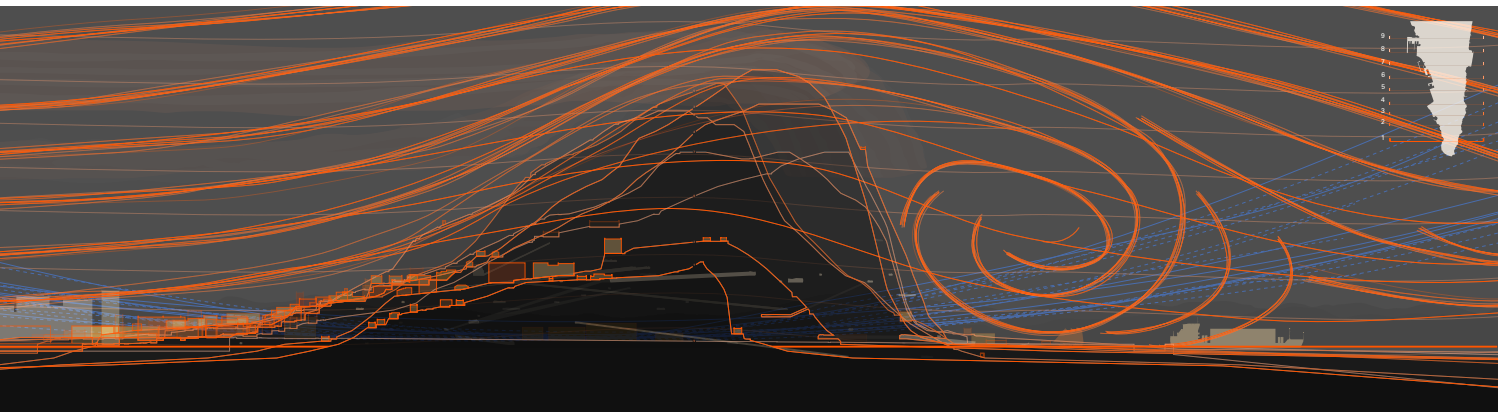


2050

The Rock of Gibraltar: map with the peak areas of the peninsula on the backdrop of future development

5) Climate Change





2020, 2050

The Rock of Gibraltar: section with external and climatic conditions



2050

The Eleven Contributions



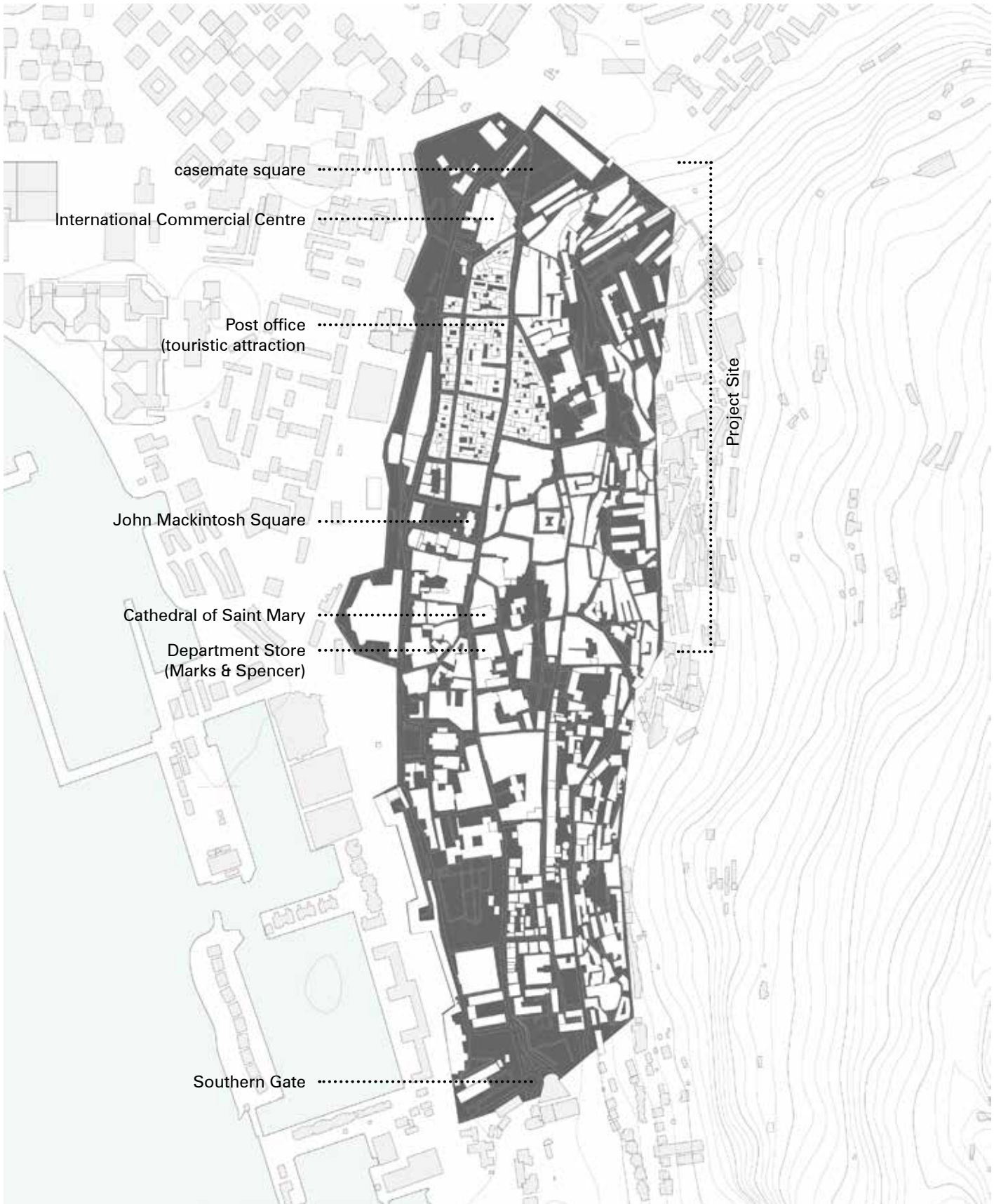
2020, 2050

Beyond The Rock: 1:1000 wax site model



2020, 2050

Beyond The Rock: 1:1000 wax site model



Seung Keun Lee, map of public spaces and streets in old town

Site

The Old Town of Gibraltar has long been a representative center for tourists, with historical, economic and cultural diversity. This town has a very different yet unique architecture in which British military styles have fused with diverse cultural and national styles to create a unique vernacular. The buildings constitute a streetscape that is hard to define as a mix of Andalusian, Moorish, Portuguese, Genoese, and British architecture. With the unassuming and simple ordnance style arched doorways, Genoese shutters, English ironwork balconies, Georgian sash, and casement windows, it has made unique flavor in this town.

The Main Street is literally the center road of the Old Town, with the dense commercial and government facilities and business facilities, with historical values of Gibraltar. Main Street dates back to the 14th century, and today 'Southport gate', originally called 'Africa Gate', was built in 1552 and connected to the casemate squares completed in 1817. Today's this area is the place to attract millions of visitors each year and is the pedestrianized street where most retail shops in Gibraltar are located. Alongside the street, there are the traditional shops and hundreds of duty-free stores including cosmetics, perfumery, jewelry, designer glasses, tobacco and spirits, electronics, mostly lined on the ground floor, and they generally provide residential accommodations or office space for local businesses on the upper floors. Despite the maximum twenty-one percent tax discount, there are a few of popular mid to low-end brands such as Marks & Spencer, Holland and Barrett, BHS, F & F, Dorothy Perkins and Boux Avenue.

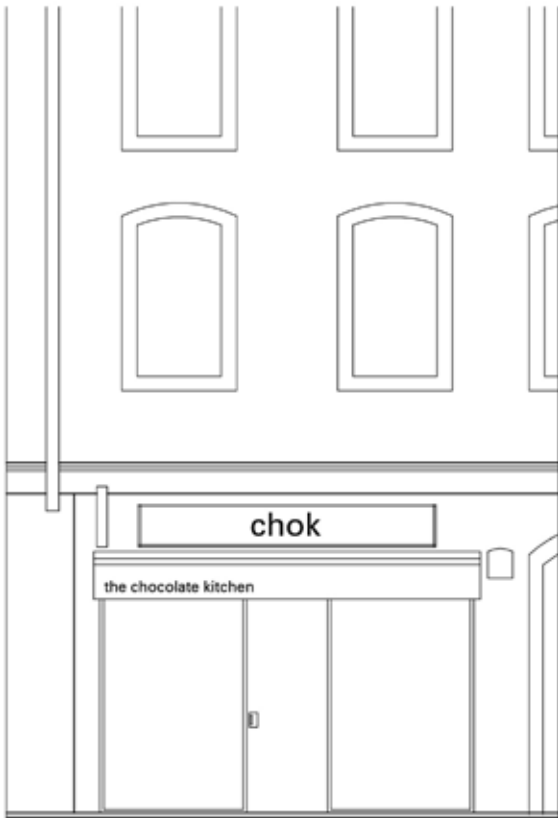
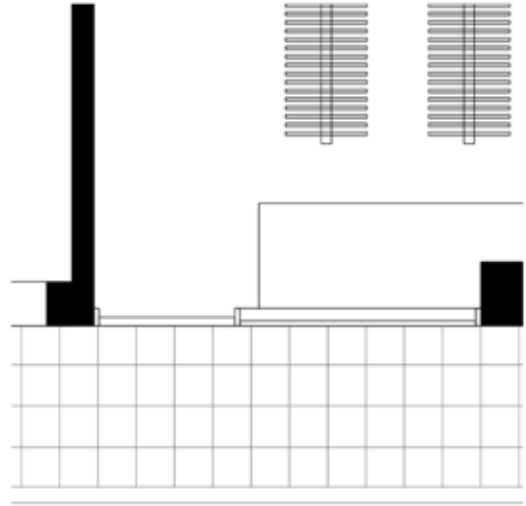
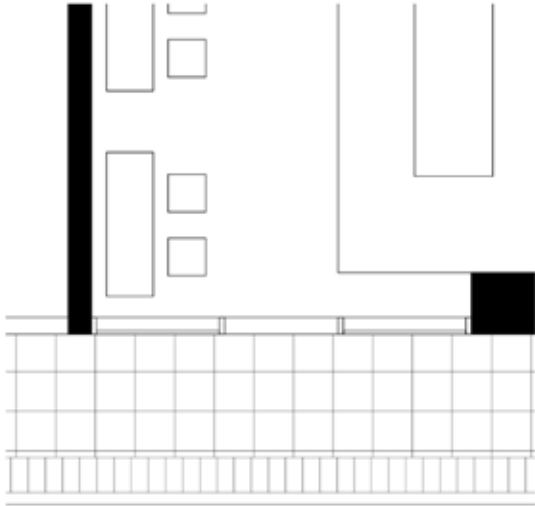
On the other hand, It mainly sells duty-free perfumes and brand-name electronics in high-quality locally-owned and family-run businesses. And, in terms of food in the old town, most of the restaurants serve diverse national food, only a few local restaurants and bars are located in the main street and certain branch street. But, most of the stores do not open from Friday evening until the weekend, becoming more and more stagnant late at night.



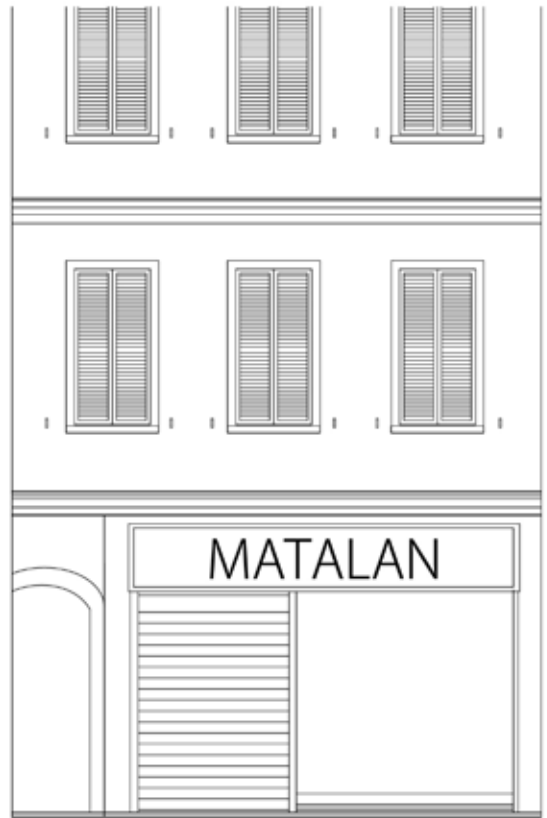
0 2 4 m

Facade information

It shows there are different types of retail shops in Gibraltar Main Street.



elevation



elevation

Facade information

Seung Keun Lee, re-drawing of facade and shopfront in Main Street, 2019



It shows there are retail shops only selling their products to customers in Main Street.

Costa Coffe, Perfume, Tobacco, Electro Appliace, Sunglass, Jewary, Lingerie, Alcohol, Clothes

Seung Keun Lee, Photo collage of typical retail types in Main Street, 2019



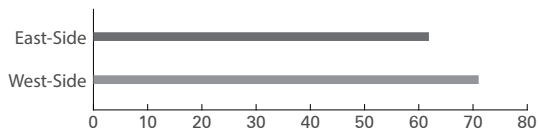
Types of retails which are selling their goods without offering other service

Costa Coffe, Perfume, Tobacco, Electro Appliace, Sunglass, Jewary, Lingerie, Alchol, Clothes

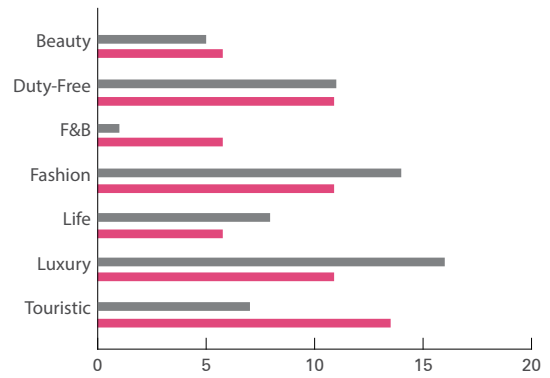
Seung Keun Lee, collage of gibraltarts tpycial retail type, 2019

	address	name	type	type2	location	size
1	11	venture INN	Touristic	hotel	north	3
2	13	OMNI	Touristic	duty free	north	3
3	17A	ROYAL JEWEL	Luxury	jewelry	north	3
4	17B	BUBBLES	DutyFree	Tobacco, Liquid	north	3
5	19	MASCOT	Fashion	Cloth, General	north	3
6	35	Card Land	Touristic	Souvenir	north	3
7	41	Lewis Stagneoo	DutyFree	Tobacco, Liquid	north	4
8	45	Boux Avenue Gibraltar	Fashion	Underware	north	3
9	47	Antonio Diamond	Luxury	Jewelry	north	3
10	49	Antonio Diamond	Luxury	Jewelry	north	3
11	53	Holland&Barrett Gibraltar	Life	Health Food, Dietary Supplement	north	3
12	55	Khubchands	DutyFree	Electronics	north	4
13	59	S.M.Seruya	Beauty	Perfume, Cosmetic	north	4
14	61	The Gibrltar Shop	Life	Soap	north	4
15	65	Liverty	DutyFree	Electronics	north	5
16	67	Savguru	Touristic	Souvenir, Cloth	north	5
17	71	KRISH DIAMONDS	Luxury	Jewelry	north	4
18	73	Brigittie	Fashion	Cloth	north	3
19	79	Sacha's	Touristic	Souvenir	north	4
20	81	Foot Stop	Fashion	Shoe	north	3
21	83	Bulchand&Sons	Fashion	Cloth, Sunglass	north	3
22	87	Carlos	DutyFree	Electronics	north	4
23	89	Carlos	DutyFree	Electronics	north	4
24	98	CALPE	Life	Pharmacy	north	3
25	99	Red SKINS	Fashion	Cloth	north	3
26	103	JEWERLY	Luxury	Jewelry	north	4
27	105	TOuS	Luxury	Jewelry	north	3
28	107	SUNGLASS BOUTIQUE	Fashion	Sunglass	north	3
29	111	Foot Stop	Fashion	Shoe	north	4
30	115	Dimensions	Fashion	Cloth	north	4
31	119	Prestige Elements	Fashion	Watch, Fancy	north	4
32	121	Crown Jewels	Luxury	Jewelry	north	3
33	125	VJAY	DutyFree	Electronics	north	3
34	127	R.S.JEWELERS	Luxury	Jewelry	north	2
35	133	PANDORA	Luxury	Jewelry	north	3
36	135	VINE.Vera	DutyFree	Wine	north	3
37	137	S.M.Seruya	Beauty	Perfume, Cosmetic	north	4
38	141	TISA HOUSE	Luxury	Jewelry	north	4
39	143A	TAG Heuer Boutique	Luxury	Watch	north	4

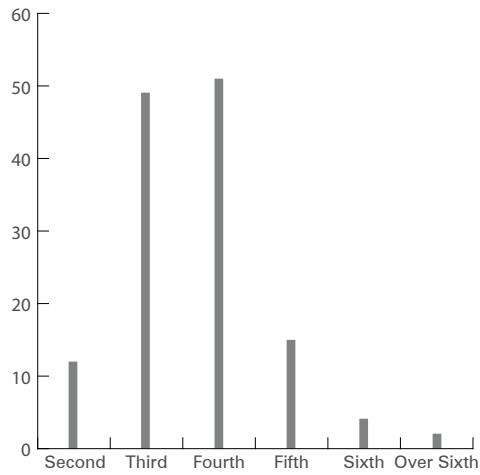
Amount of shops from each side



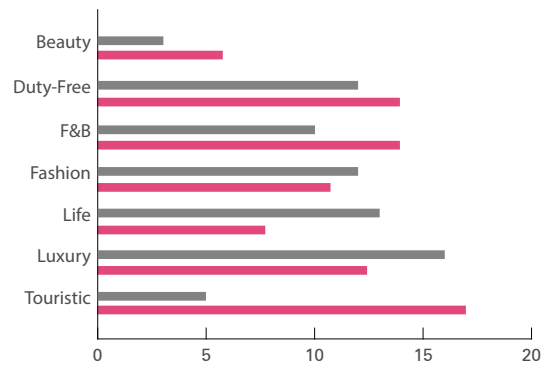
Types of shops on the east side



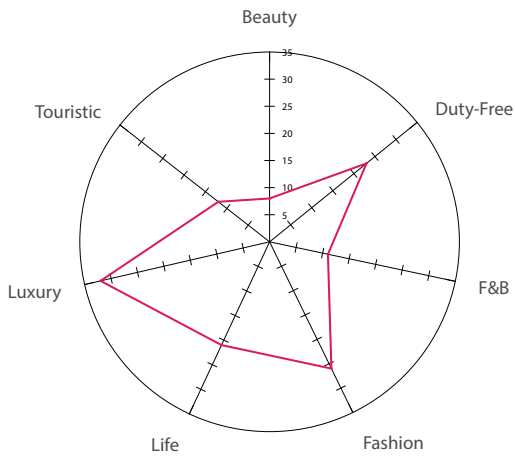
Amount of building with different floors



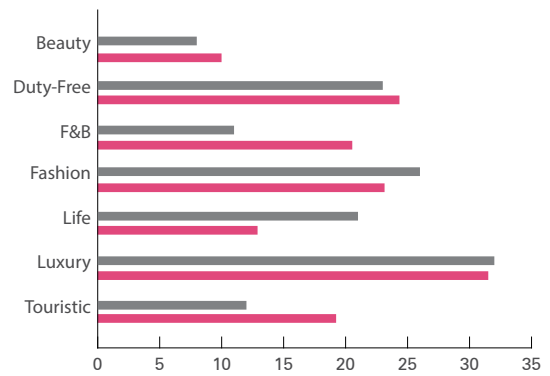
Types of shops on the west side



Possibility of experience different events



Types of shops on the Main Street



Discourse

In dense Gibraltar, where populations are set to increase, commercial, social, and residential objectives must be spatially coordinated.

Commercial centers must innovate in order to be financial, socially, and environmentally sustainable.

The shops on Main Street must offer other services and added-value to the street, public life, and identity of the territory.

Commercial optimization of the city center, serving a very transitory population, can create a quality, complex, living-and-working environments for permanent populations in Gibraltar.

Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind.

Precedent Studies

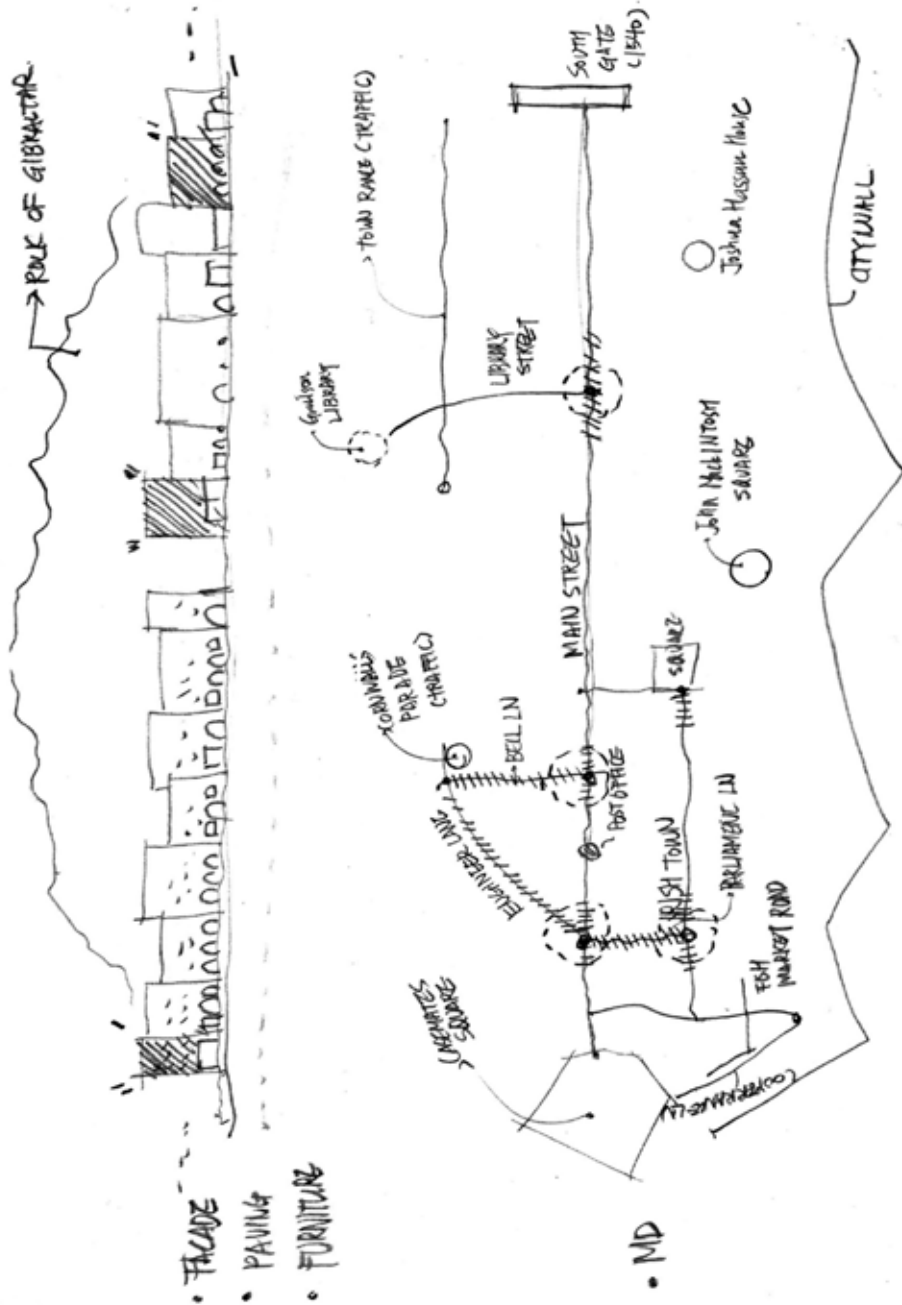
The research on shopping space has always been a key topic of architecture, and as the modernization progresses, various strategic designs of retail shops are being studied according to culture, society, economy and urban structure. Shopping is the medium through which basic exchanges can be made in the city, and through this, it is building a unique cultural and social space background by creating a market space with different strategies in a different situation.

Shopping space, once a background to architecture, has rapidly moved from the public sphere and is now advancing into private domains. Restaurants and shops have become increasingly important even in typologies like museums and galleries, and public buildings and spaces have witnessed the effects of commercialization and privatization with their characteristics redefined into a new spatial form. Easily wrapped up as a negative result of capitalism, the benefits of commercialized areas can be utilized by the creation of attractive spaces that not only enable private space to be maintained to a high quality, but also to bring more revenue, flux and unique attributes essential for the growth and development of a city. The democratic nature of shopping areas also opens the space to anyone and everyone, creating city-rooms that enable interaction, celebration, and the intermingling of different people in common leisure.

Today's shopping space is not just a place to trade goods for money. In line with the rapidly changing era, more diverse types of services and products are offered and required in the market. Consumers choose and crave services that they find attractive in a more attractive space. As a result, new concepts such as 'event density' and 'speed of space' have been proposed as urban design concepts to build attractive space for the commercial purpose. In addition, proposals for close relationships with consumers, suppliers, and the locals living in the city are the most important topics of our time. The need for local, coexisting commercial, residential and work spaces is being emphasized not in new towns but in urban structures such as Europe's old towns. This contribution aims to carefully find the intersection about the object of shopping, the shopping space itself, and the

connection between the shopping space and the local place.

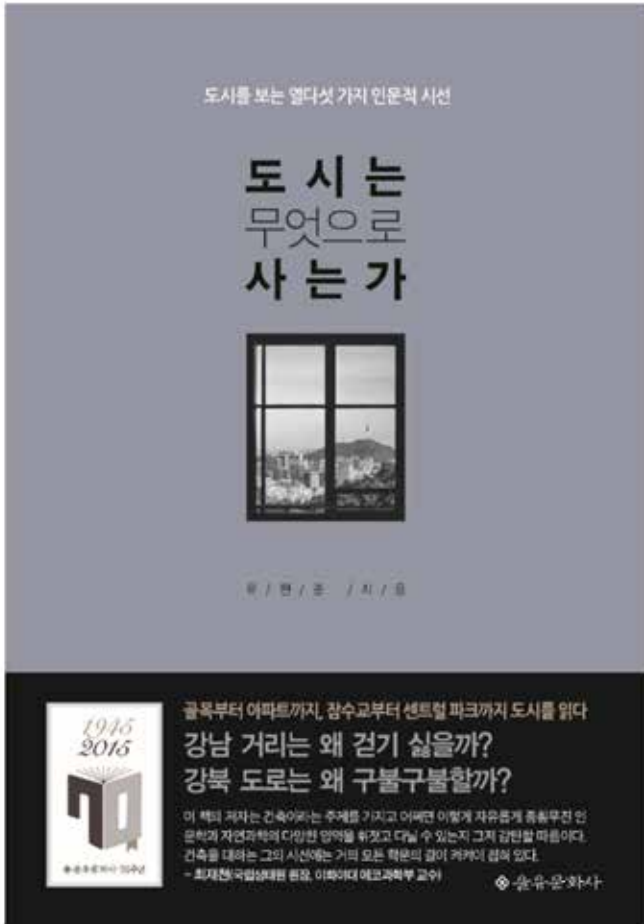
In addition, the study is driven by how commercial logic is driven and how to serve a temporary population and how to add dense dwellings to the historic city center while creating a quality complex living and working environment for Gibraltar.



- FACADE
- PAVING
- FURNITURE

Project → MD ANALYSIS / PROGRAM SUGGESTION / SHOW WINDOW / PAVING / SIGN BOARD ...
 → "Integrated design for reactivating the street!"

Seung Keun Lee, Concept sketch of project proposal, 2019



$$\text{공간의 속도} = \frac{((\text{차도 면적} \times \text{차의 평균 속도}) + (\text{인도 면적} \times \text{보행 속도 평균 속도}) + (\text{데크 면적} \times 1\text{km/h}) + (\text{주차장 면적} \times 1\text{km/h}))}{\text{전체 면적}}$$

표 1-1 · 각 선정 대상지 거리의 이벤트 밀도 및 공간의 속도 비교

거리	홍대 앞 거리	신사동 가로수길	명동	강남대로	테헤란로
이벤트 밀도(e/c)	34	36	36	14	8
거리밀도순위	3	1	1	4	5
거리의 속도(e/s)	4.86	5.41	6.5	47.96	52.03
거리 속도 순위	1	2	3	4	5

표1 · 각 선정 대상지 이벤트 밀도

거리	홍대 앞 거리	신사동 가로수길	명동	강남대로	테헤란로
이벤트 밀도(e/c)	34	36	36	14	8
순위	3	1	1	4	5

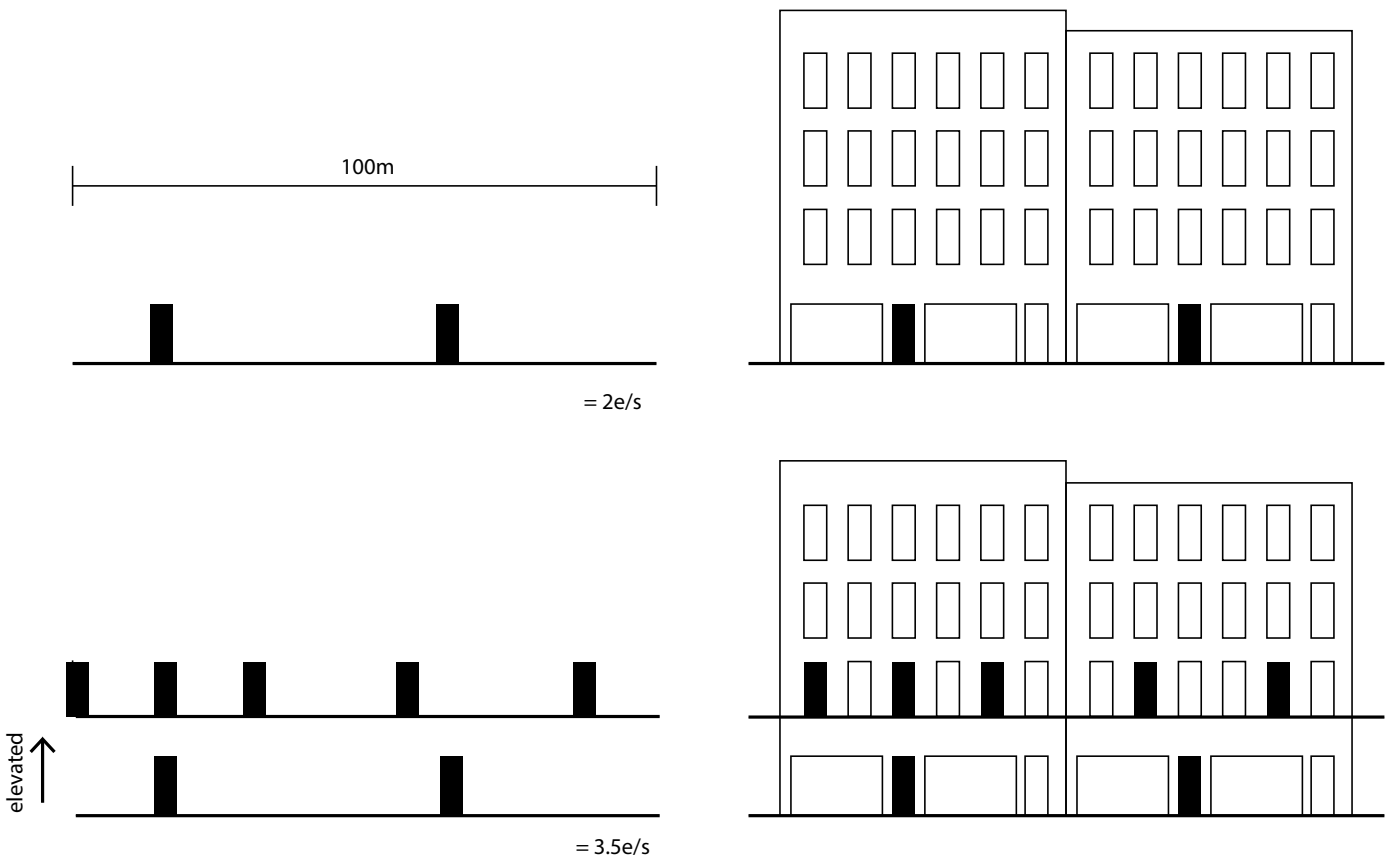
* 이벤트 밀도 : 100미터 구간에 있는 입구의 수. 횡단보도 없이 건너갈 수 있는 경우에는 건너편의 인구 수도 포함하였다.

Left
Cover of the book, What does a city live in?

Right
Explanation about the Event Density, Speed of the Street to make attractive streets

Hyunjoon, Yoo. What does a city live in?. Seoul : Eulyoo Publishers, 2015

EVENT : number of entrance along the street
 EVENT DENSITY : number of entrance along the street / 100m



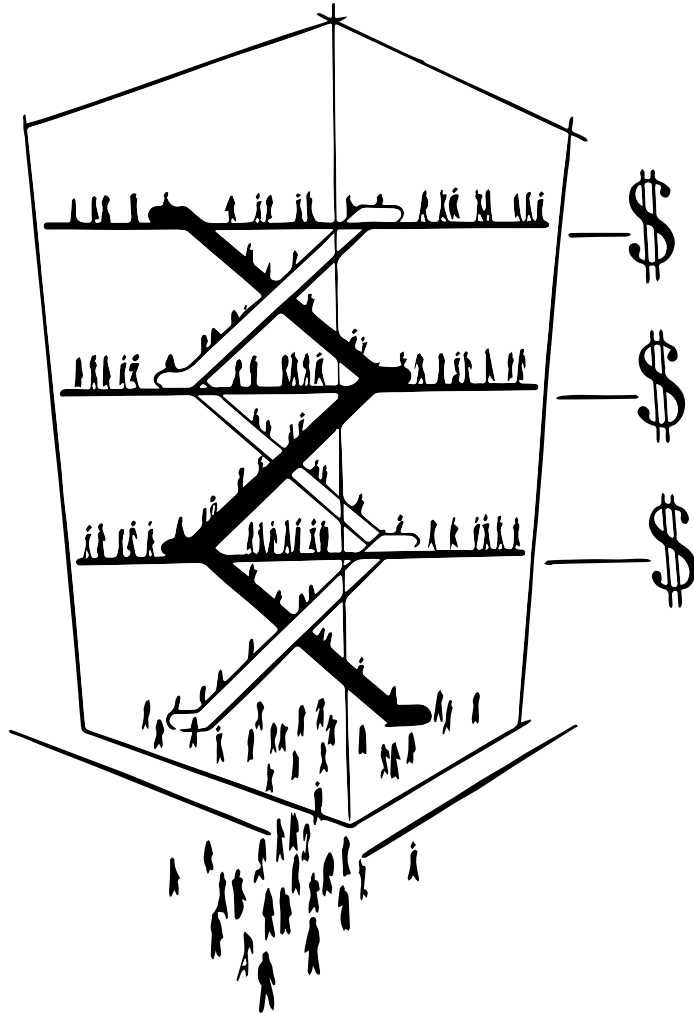
“Event Density in Old Town”

When pedestrians pass through the entrance of the shop, they are either drawn into the shop or continue walking on the street. The larger the number of events densities, more likely are people to experiencing different scenarios as they walk along the same street.

Up
 The notion of Event Density in the current situation of Main Street.

Below
 The notion of proposed Event Density with the elevated street in Main Street

Seung Keun Lee, Concept of Elevated Street with the notion of Event Density in Gibraltar, 2020



Maximum Circulation = Maximum Sales Volume

"Elevated Street"

The increase in circulation creates an expansion of sales space and retail area, which in turn increases the flux of people, goods, services and diverse experiences.

Research about maximum circulation is making maximum sales volume

Weiss, S., and Leong, S., "Escalator", in Harvard Design School: Guide to Shopping (Koln: Taschen, 2001), 348.

Ranking of Spain's Largest Shopping Malls

	Shopping Mall	Gross Rentable Area	Number of Shops	Location	Event Density
1	Puerto Venecia	206,000	200	Zaragoza	11.33
2	Marinade Plaza	195,000	180	Coruna	11.12
3	Parquesur	150,200	230	Leganes	12.23
4	Madrid Xanadu	134,000	222	Arroyomolinos	13.48
5	Parque Corredor	123,800	180	Torrejon de Ardoz	10.96
6	Rio Shopping	105,000	135	Arroyo de la Encomienda	9.05
7	Islazul	90,000	180	Madrid	11.28
8	La Vaguada	85,500	294	Madrid	13.52
9	La Maquinista	82,000	235	Barcelona	13.88
10	El Boulevard	80,000	150	Vitoria-Gasteiz	10.15
11	Gran Casa de Zaragoza	77,344	159	Zaragoza	11.79
12	Parque Principado	76,182	134	Siero	9.96
13	Nueva Condomina	72,000	202	Murcia	9.52
14	El Faro	66,000	100	Badajoz	8.56
15	Dolce Vita en A Coruna	62,000	114	Coruna	9.25
16	OLD TOWN	7,200	228	Gibraltar	17.56

Ranking of Attractive Shopping Malls

	Shopping Mall	Gross Rentable Area	Number of Shops	Location	Event Density
1	OLD TOWN	7,200	228	Gibraltar	17.56
2	La Maquinista	82,000	235	Barcelona	13.88
3	La Vaguada	85,500	294	Madrid	13.52
4	Madrid Xanadu	134,000	222	Arroyomolinos	13.48
5	Parquesur	150,200	230	Leganes	12.23
6	Gran Casa de Zaragoza	77,344	159	Zaragoza	11.79
7	Puerto Venecia	206,000	200	Zaragoza	11.33
8	Islazul	90,000	180	Madrid	11.28
9	Marinade Plaza	195,000	180	Coruna	11.12
10	Parque Corredor	123,800	180	Torrejon de Ardoz	10.96
11	El Boulevard	80,000	150	Vitoria-Gasteiz	10.15
12	Parque Principado	76,182	134	Siero	9.96
13	Nueva Condomina	72,000	202	Murcia	9.52
14	Dolce Vita en A Coruna	62,000	114	Coruna	9.25
15	Rio Shopping	105,000	135	Arroyo de la Encomienda	9.05
16	El Faro	66,000	100	Badajoz	8.56

'Attractive Shopping Street'

The street situates itself in the center of the old city. Being at an important historical location it has long been a center for tourists with economic and cultural diversity. It houses the densest part of the city with most government, business and commercial centers.

Up
Ranking of Spain's Largest Shopping
malls

Below
Ranking of attractive shopping malls
based on event density

Seung Keun Lee, the chart for
comparing attractiveness and size of
shopping malls, 2020

$$\text{공간의 속도} = \frac{\{(\text{차도 면적} \times \text{차의 평균 속도}) + (\text{인도 면적} \times \text{보행 속도 평균 속도}) + (\text{데크 면적} \times 1\text{km/h}) + (\text{주차장 면적} \times 1\text{km/h})\}}{\text{전체 면적}}$$

위의 공식을 이용해서 서울의 대표적인 거리 다섯 개를 선정하여 거리의 속도를 비교 분석함으로써 공간의 속도를 정량적으로 파악해 보았다. <표1>과 같이 거리 공간의 속도가 낮은 순서대로 배열한다면 홍대 > 신사동 가로수길 > 명동 > 강남대로 > 테헤란로 순으로 되어 있다. 사람이 걷는 속도와 비슷한 거리는 홍대, 가로수길로 나타났으며, 가장 빠른 속도를 갖고 있는 테헤란로(시속 52.03킬로미터)는 가장 느린 속도를 가지는 홍대(시속 4.68킬로미터)와 공간의 속도에서 무려 11배 차이가 나는 것을 알 수 있다.

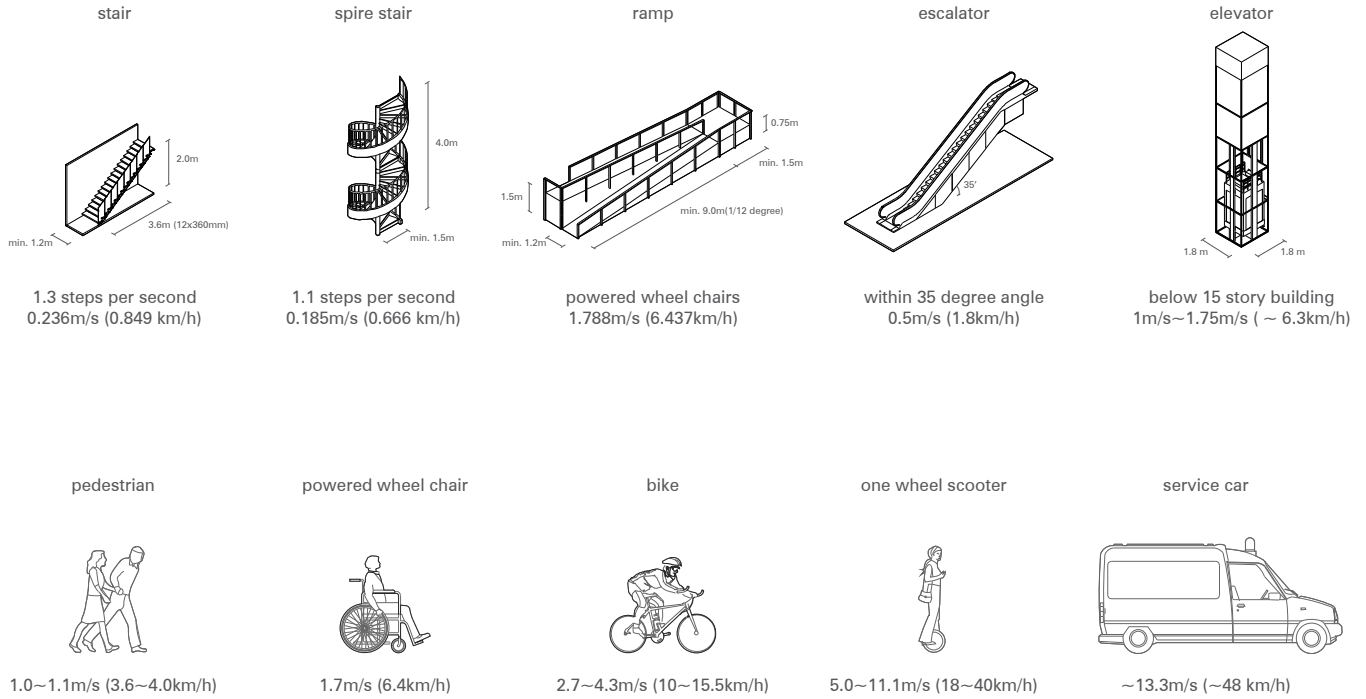
$$\text{Speed of Space} = \frac{(\text{Area of Road} \times \text{Speed of Car}) + (\text{Area of Street} \times \text{Speed of Pedestrian}) + (\text{area of deck} \times 1\text{km/h})}{\text{Total Area}}$$

“Speed of Space”

For example, in terms of users, the street should be divided into spaces for people who want to pass by quickly and spaces for people who want to go slowly and engage more with the space. A consideration that would also be beneficial in attracting and retaining various other types of visitors – like locals and commuters who pass by the street every day for work along with the tourists and travelers coming here for the purpose of leisure. Moreover, in the case of retail owners, there may be a difference in profits that can be encashed between a fast cycle and a slow cycle of visitors, so it is applied depending differently depending on the purpose of space usages and brand placement on the street.

Explanation about Speed of the Space

Hyunjoon, Yoo. What does a city live in?. Seoul : Eulyoo Publishers, 2015



“Speed of Space”

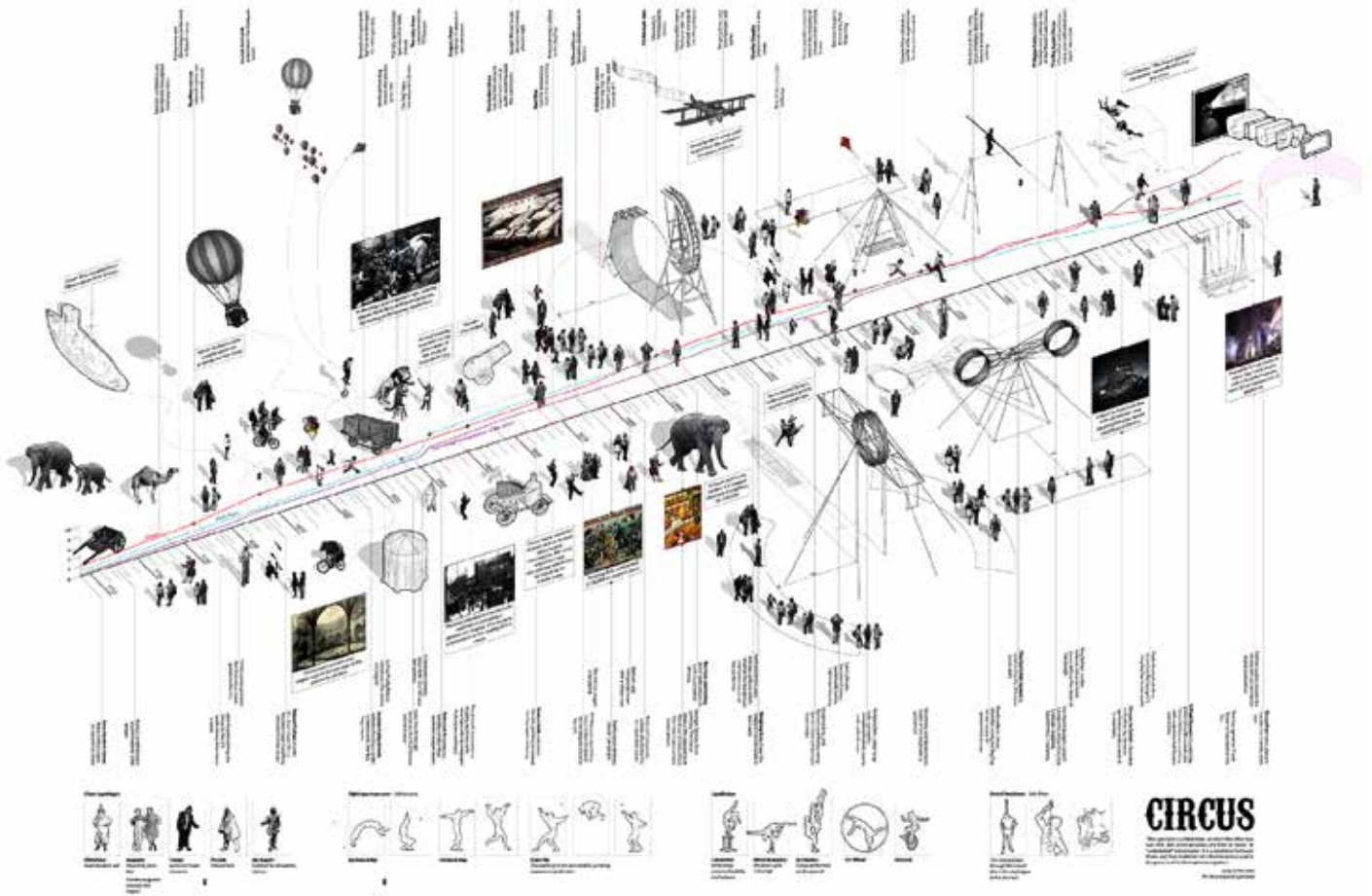
It is necessary to satisfy the purpose of the user and the purpose of the retail owner by redistributing the speed existing in the space to create circumstances that benefit both.

Visualized Evidence

Gibraltar's newly proposed shopping mall is not intended as a single building but aims to make the old town an outdoor city shopping mall by improving streets from the existing urban context. Thus, the organization and form of the existing city, surface, tourist attractions, local spaces, and architectural elements such as balconies and paving itself are the object of the shopping center's design. The contribution deals with the idea of an extended concept of shopping, forming a wider range of everyday and special spaces in the city. Therefore, it is necessary to understand the existing urban phenomenon and rewrite it. This is expressed in the form of a shopping map with the main street and elevation of the buildings. With this, the proposal for the future MD plan is applied as a shopping destination.

In addition, two concepts; event density and space speed are applied in the process of expanding the program by documenting the architectural drawing with the specific dimensions. The proposed street units are categorized by the speed of space and applied on the main street in Gibraltar while connecting to existing buildings. In this process, the consideration of architectural preservation is strongly required and it should be checked on the drawings.

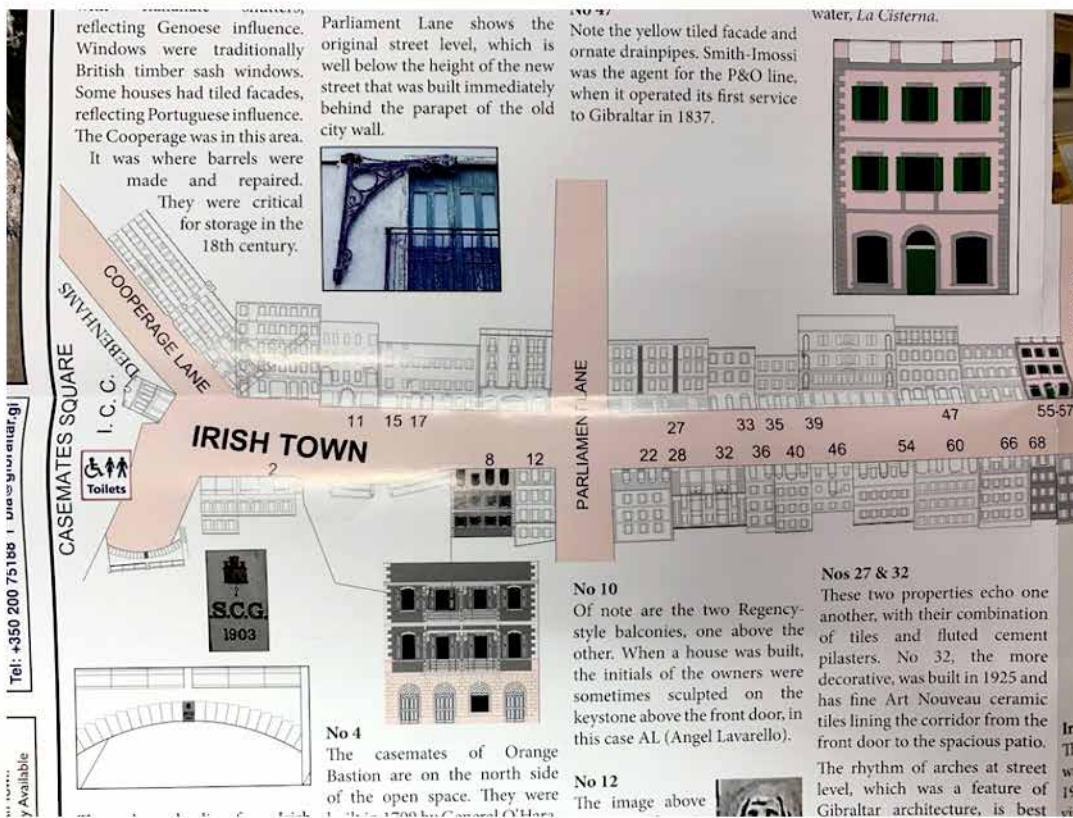
In the space reflected in this way, the suggestion of the retail that can coexist with the area is proposed through the luxury brand. It provides the unique experience of the city to visitors from atmosphere coexisting residences, business facilities, squares, and tourist attractions in the old town which cannot be found in traditional shopping centers. Therefore, it must strongly suggest a sustainable commercial center that can increase the value of the streets of existing cities. This authenticity and sincerity are key elements of luxury tourism: Gibraltar is one-of-a-kind.



Graphic Reference
 Samuel Esses, AAschool, 2015

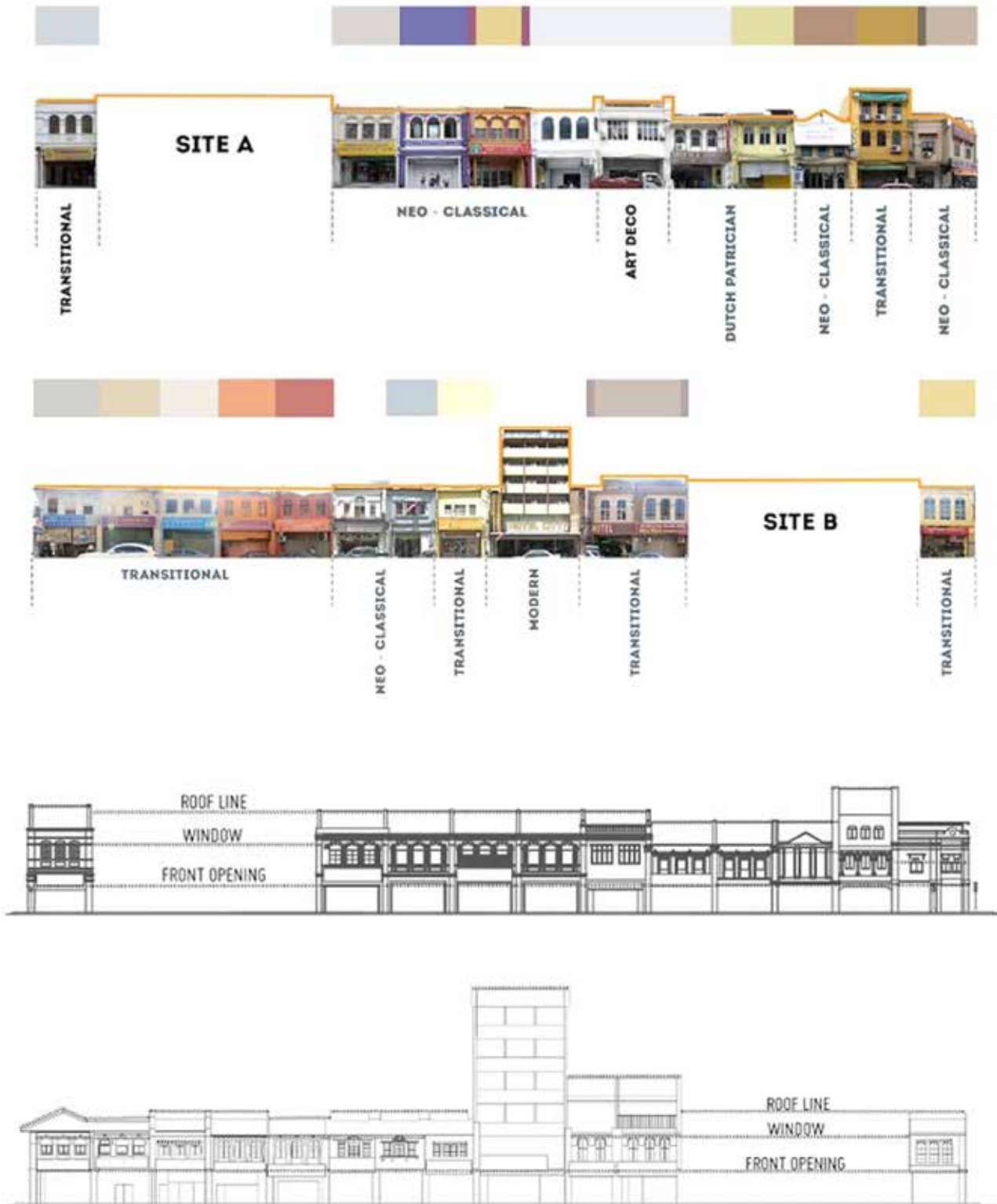
Matrix for listing a bunch of information
 after analyzing situations and programs
 of street

Image by Samuel Esses



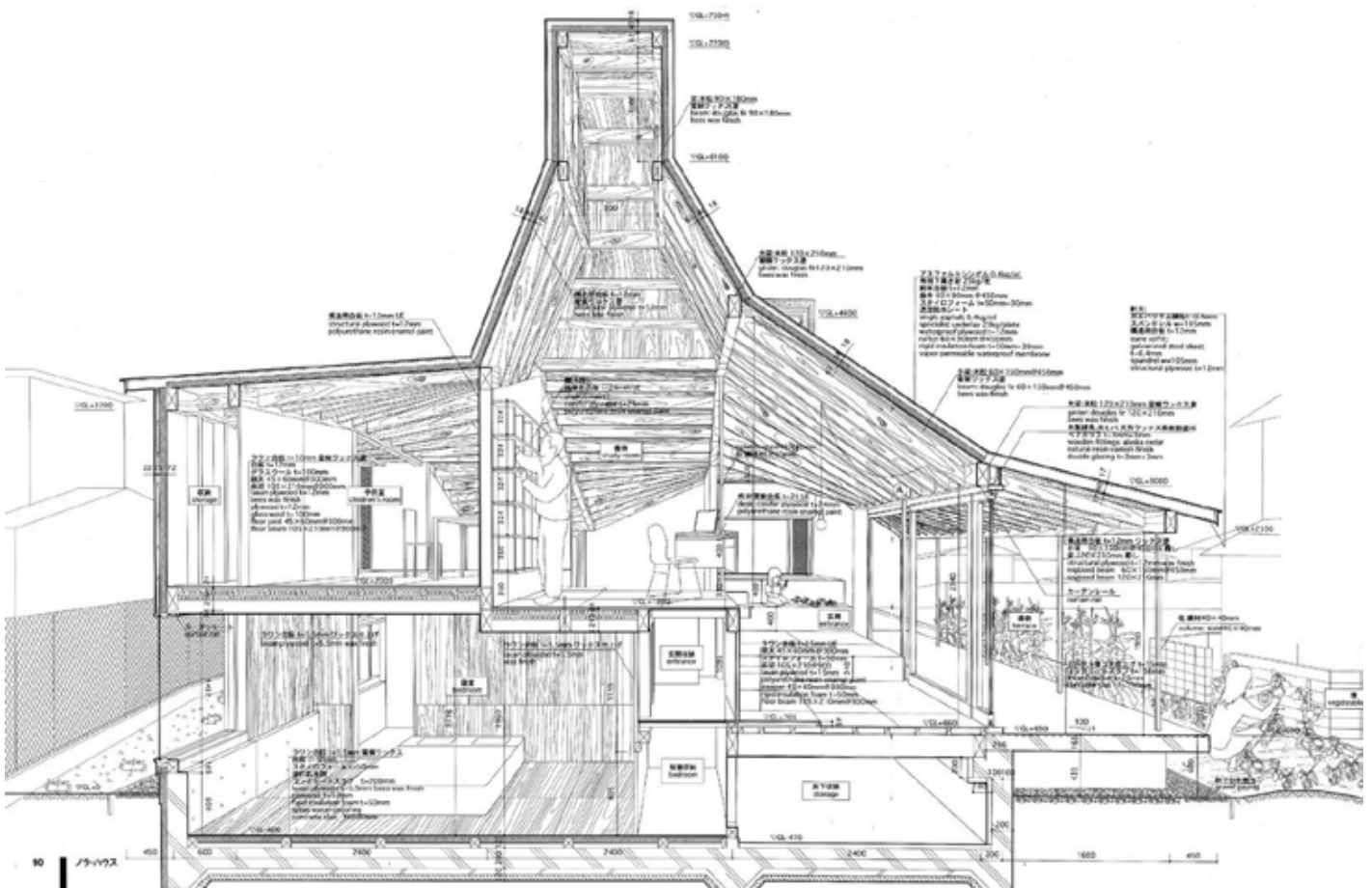
The Graphic reference of Elevation and Master Plan of Old Town, Gibraltar

Source: from Gibraltar Archive



Set direction to analyze buildings located on the street to analyze the stores on Main Street situations.

Image by ARCHITECTURE DESIGN STUDIO 5, KEN-WCT



Perspective section to show the architectural dimension of the building and show the relationship of users acting with the building

Bowwow Atelier, section perspective, 2008



Material reference of the model to express the properties of the high brand with the existing building

Bram van Kaathoven, model, 2018

Architectural References

The project focuses on the relationship between sustainable urban order and growth in the Old Town of Gibraltar. This argument is driven by research on balanced development that coexists with the region, not the reckless expansion of development-oriented shopping centers. The relationship between the daily life of local residents and the leisure space of travelers is newly proposed by architectural spaces and programs.

Streets in a shopping space become a space that gathers and distracts people's movements. In a coexisting space with regions, the movements of different purposes are clearly distinguished according to the notion of time zone and location. The city itself becomes a new type of tourist destination with a shopping street and, at the same time, the local people in the city create jobs and spend their leisure time there.

Increasing the value of their living space in such spaces is not simply solved by the introduction of luxury brands. Luxury brands are not just tools, which can increase user satisfaction, depending on the nature of the services offered by luxury tourism. The happiness of luxury can be interpreted as not just an experience in consumption, but also an increase in the leisure and quality of life.

A rigorous analysis of the lifestyle of the Old Town and architectural proposals reflecting the expanding city and population is in line with the concept of architectural trends of today.



The project of street and program proposal to revitalize the area while preserving historicity of old town.

Urbanus Architect, Nantou Urban Generation Project, 2016

REVOLUTION.

IN THE BEGINNING THERE WAS BOXPARK SHOREDITCH — THE WORLD'S FIRST POP-UP MALL

THE BRAINCHILD OF ROGER WADE, CREATOR OF BRITISH STREETWEAR BRAND BOXFRESH, BOXPARK GREW OUT OF HIS LOVE FOR THE RAW POWER OF INDUSTRIAL ARCHITECTURE AND HIS PASSION FOR INDEPENDENT BRANDS, WHICH ARE INCREASINGLY GETTING SQUEEZED OUT OF OUR HOMOGENEOUS HIGH STREETS.

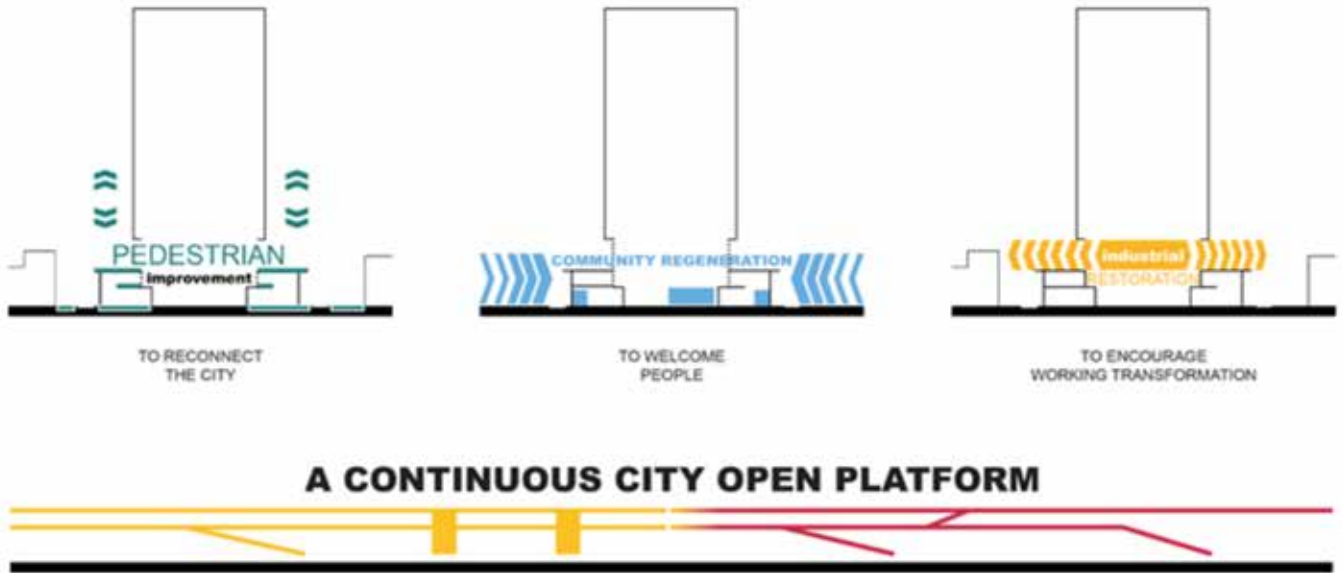
THEN, AS NOW, THIS IS RADICAL STUFF, STRIPPING AND REFITTING SHIPPING CONTAINERS TO CREATE FLEXIBLE, LOW COST RETAIL SPACES THAT STACK UP TO MAKE A BRAND NEW BREED OF RETAIL DESTINATION — AND TO CREATE A BUSINESS ENVIRONMENT WHERE FRESH, INNOVATIVE INDEPENDENT RETAILERS WILL THRIVE.

IT'S A RETAIL REVOLUTION THAT'S SPAWNED MANY IMITATORS BUT NO EQUALS.
UNTIL NOW.



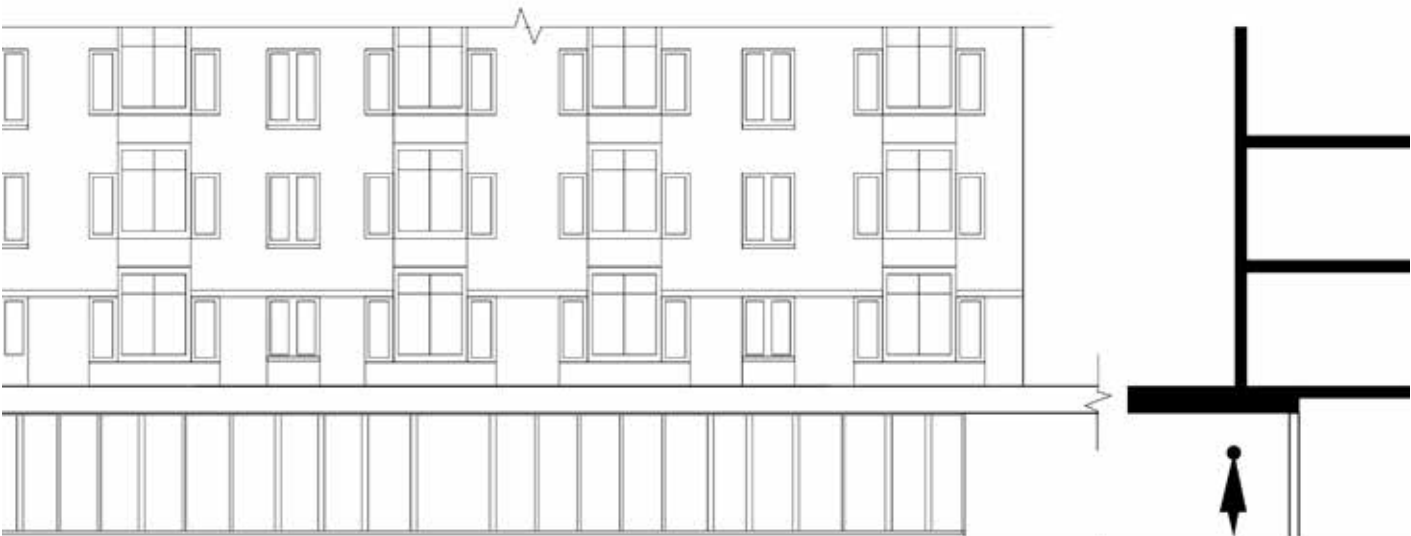
To show the change of consumption trend with the architectural space

BoxPark in London, 2016



To show the connectivity between retails, office, and residential with the elevated streets

Sewoonsangga re-structuring citywalk, Seoul, 2018



elevation

section

Top
De Boogjes Retail Redevelopment,
Mecanoo Architects

Bottom
Redrawing precedence project and
finding the logic of good street design.
Harmonized Canopy and Store
Arrangement from street

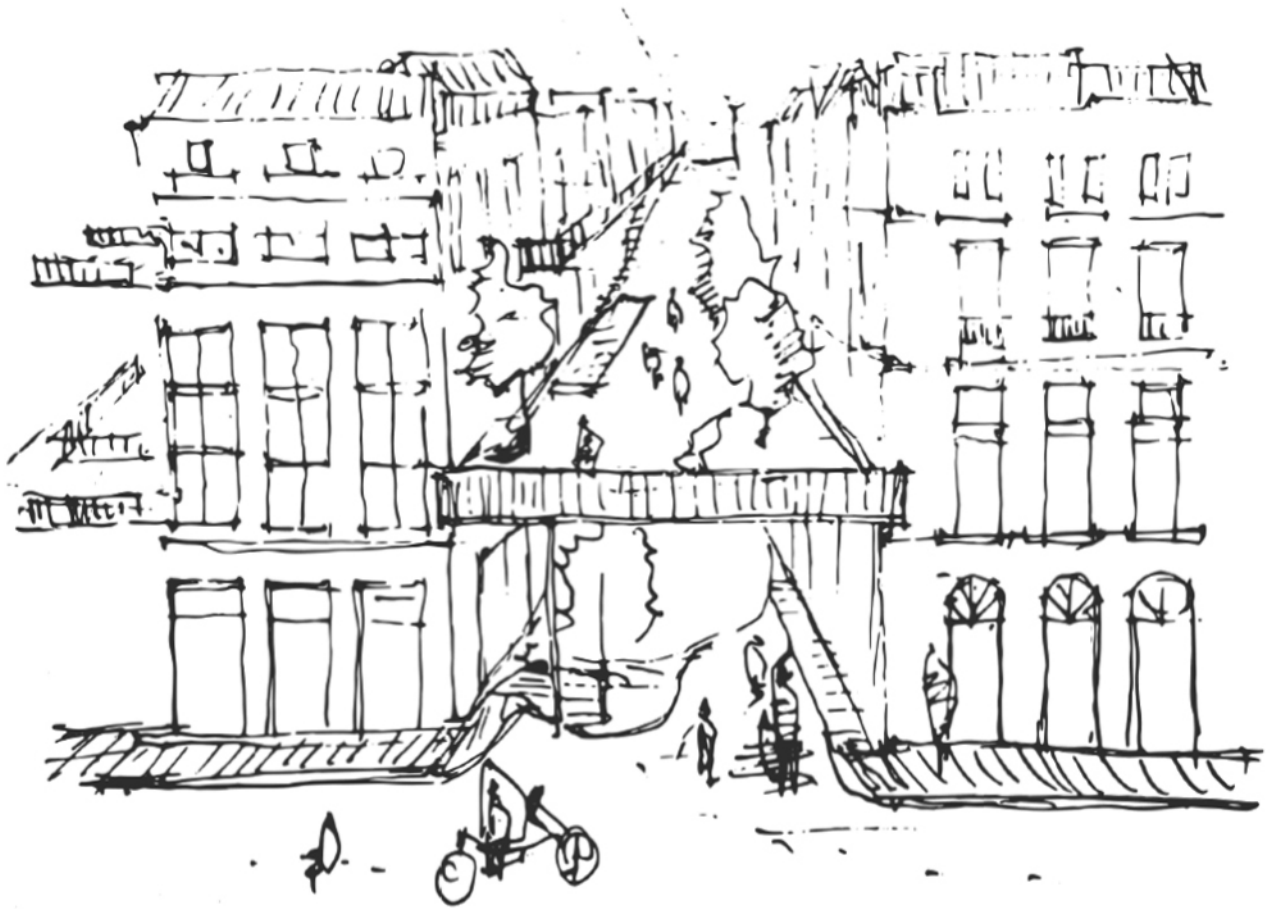
Images from Google Street View
Drawing by Seung Keun Lee



Ik-Sun Dong, Korea, Old Town development project.

Top : It shows the effect of visual projectivity on the street.
Bottom : It shows how the street events are able to attract tourist.

Source: <https://www.pinterest.co.kr/pin/200832464617801992/?lp=true>



The suggestion of elevated street to
revitalize the Main Street in Old Town

Seung Keun Lee, concept sketch of
mainstreet view, 2019

Project

The project proposes to enliven Main Street on Gibraltar which is currently shopping destination aimed at day-trippers and cruise passengers, as a place for new types of consumptions in Gibraltar and rich experience of the city.

The current situation

The current shops on Main Street – tobacconists, alcohol shops, low-value tech shops – are simply working to sell their products. These services shops are aimed at day-visitors, from cruise ships and tourists in southern Spain. They offer no other services, or added-value to the street. During closing hours, between 5.30 pm and 10 am, there is no life on the street. Visitors and residents who are not interested in shopping simply bypass the street. There is little or no expectation of quality environment or quality streets in Gibraltar.

The opportunity

There is a projected population increase over the next thirty years and a shortage of housing. Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind. Low-cost shopping centres are neither financially, nor environmentally, nor socially sustainable: Gibraltar must adapt.

The question

How can a development led by commercial-logic and serving a transitory population add residential density to the historic city centre while creating a quality, complex, living-and-working environment for Gibraltar?

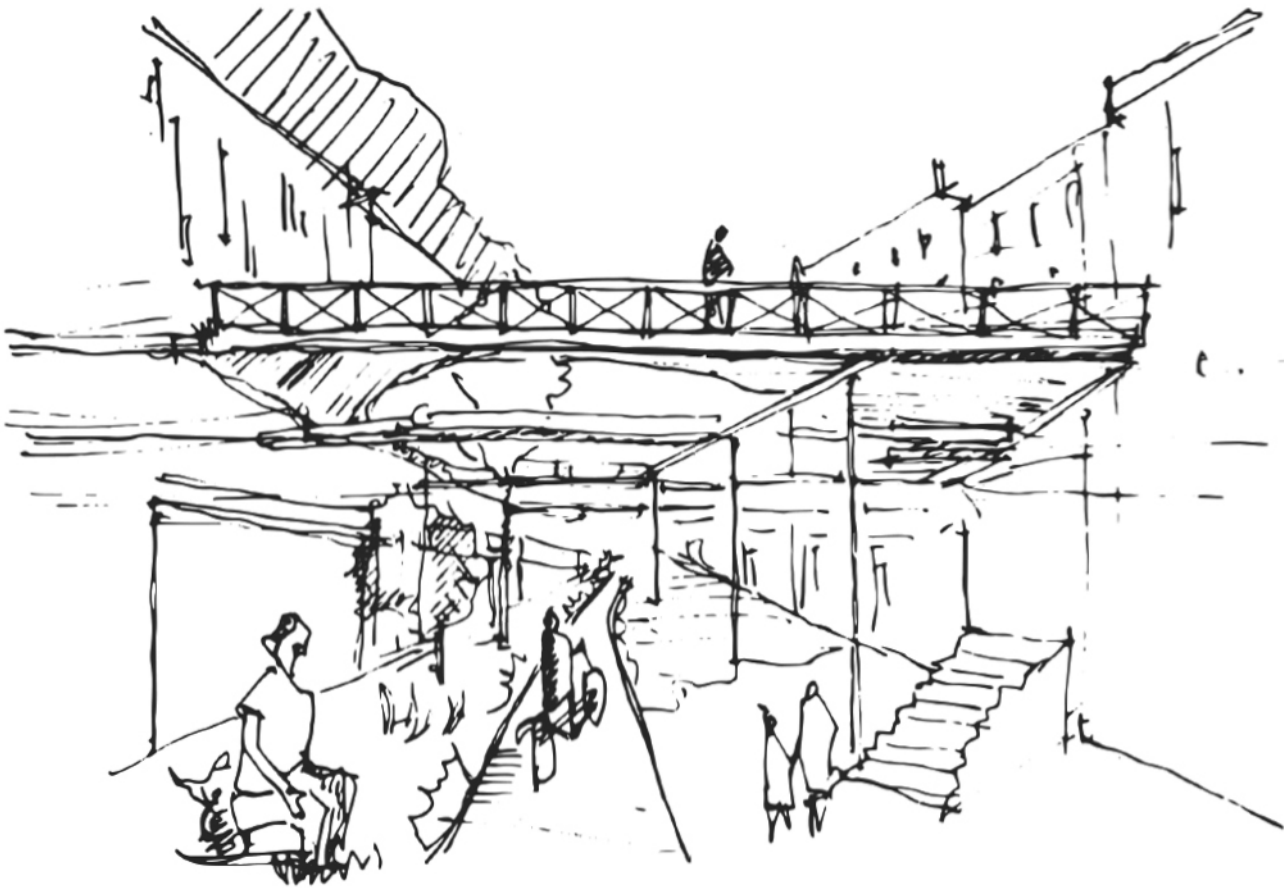
The proposal

There is a need for the introduction of new types of shops that can provide services without simply selling. These new types of consumptions which has not existed in Gibraltar make people are easy to drop into and spend their leisure time with such as wine tasting shops, local handicraft shops, boutique designer shops, pop-up stores, and luxury stores. By providing a service, these high brands shops and designer shops can shape future customers, while at the same time they improve visitor's experience. New shops will transform the quality of the retail and leisure offered in Gibraltar and are expected to draw in locals, customers and new businesses from across the region.

From 10-18h, from May to September, these services are aimed at day-visitors, from cruise ships and tourists in southern Spain. From 18h-00h they are aimed at residential populations and overnight-stays. From September to May they are dedicated wholly to residential populations. Maximizing the income from day-visitors pays for the services for residents, and the shopping street can create employment opportunities for local residents and provide them high cultural life that never existed before in Gibraltar. The new circulation and zoning of the shops are organized by elevated street, and it attracts a diverse approach while providing a charming experience. It provides the unique experience of the city to visitors from atmosphere coexisting residences, business facilities, squares, and tourist attractions in the old town which cannot be found in traditional shopping centers.

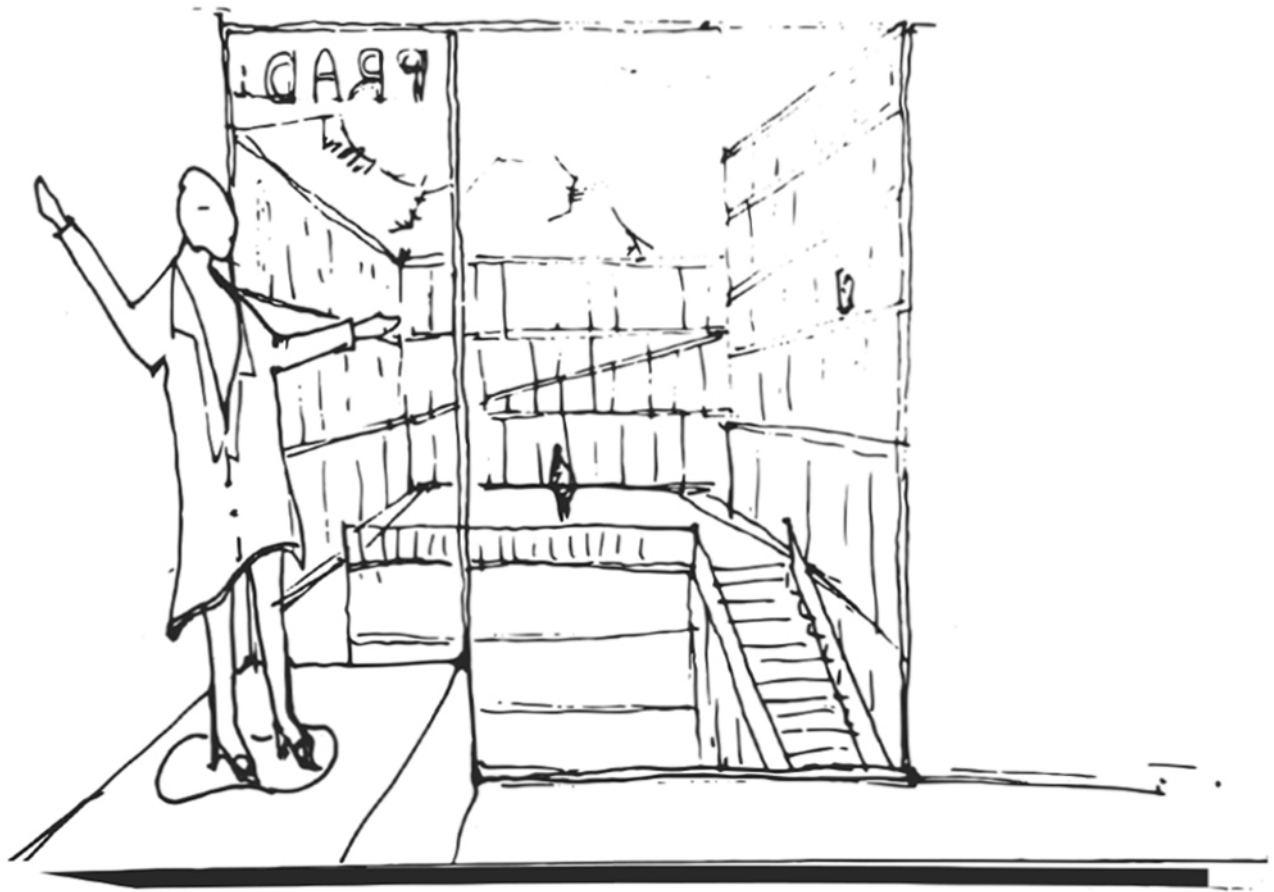
The expectation

The street is a catalyst and brings revitalization to the old town, transforming it into a special space from everyday mundane space. This new relationship between shopping and the city inverts shopping, as a component of the city, into a prerequisite of urbanity.



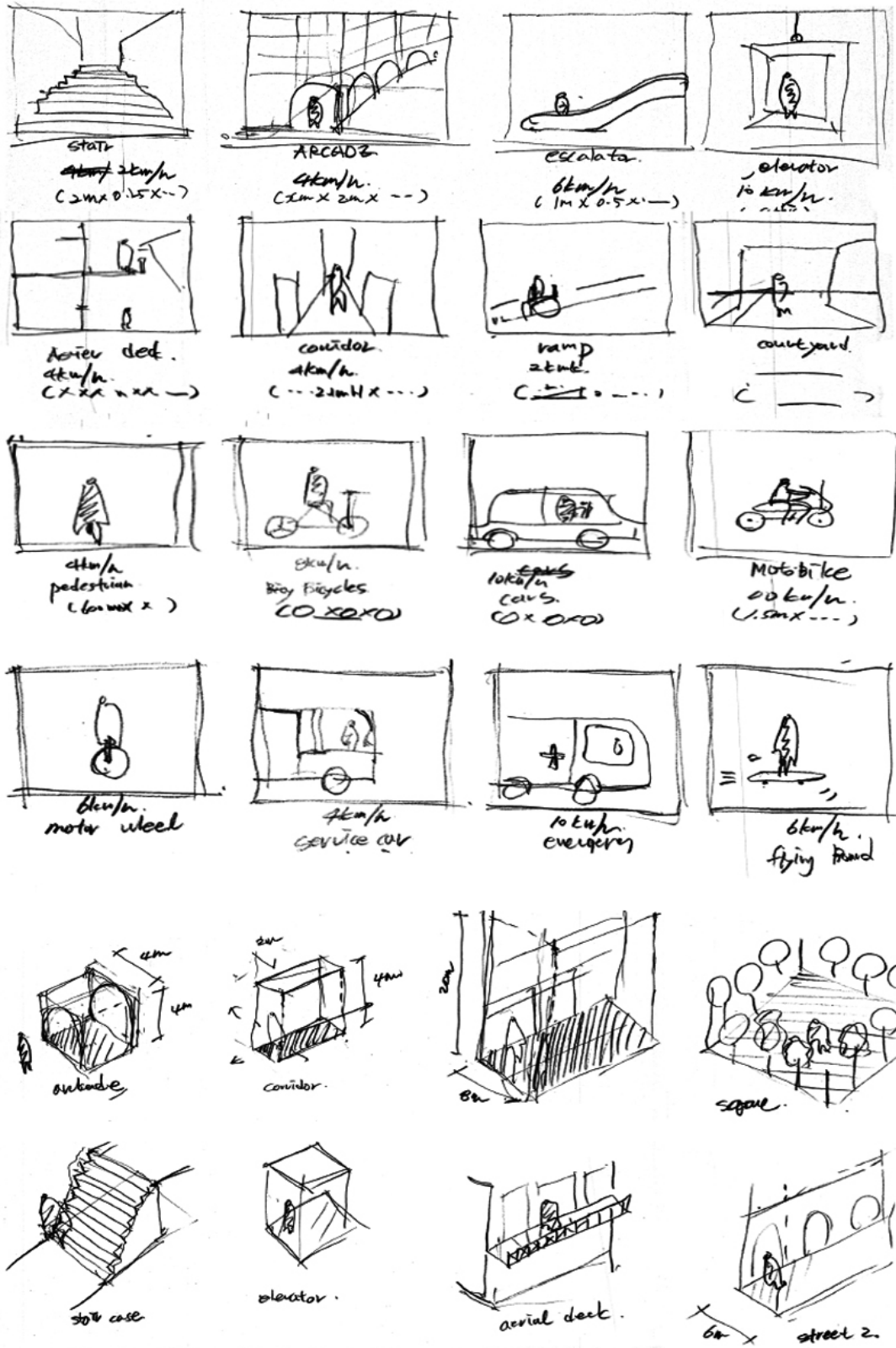
The suggestion of elevated street to
revitalize retails in the Main Street

Seung Keun Lee, concept sketch of
mainstreet view, 2019



The suggestion of shop front with the elevated street in the Main Street

Seung Keun Lee, concept sketch of mainstreet view, 2019

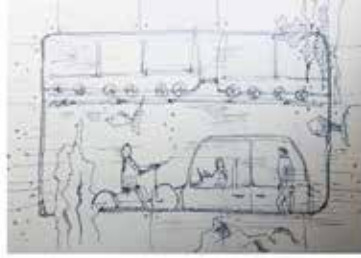


Architectural Spaces and movements
on the street in Old Town

Seung Keun Lee, 2019



1. After 30 years, Gibraltar will become a geographically independent country.



2. However, a subway tunnel between Spain and Africa foretells the creation of a new movement.



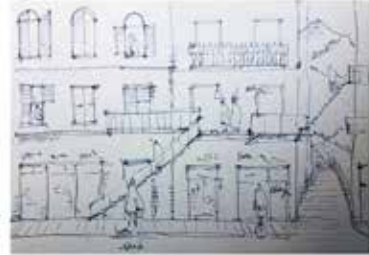
3. The density, race, types, and speed of people who enter Gibraltar will be more diverse and complex than they are today.



4. The first impressions of Gibraltar that they experience as soon as they exit the tunnel always intrigue them. The Old Town, Gibraltar's



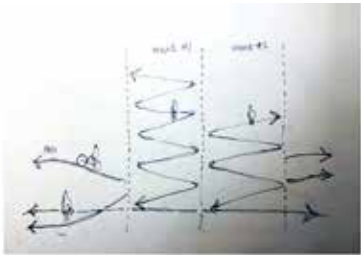
5. oldest and most remarkable remains, in the place for everyday life to daily workers and attractive tourist destination to tourists.



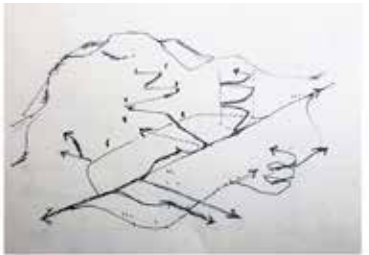
6. The main street, where various people's movements gather, will be reconstructed in three dimensions as the types of their movements.



7. Local residents in Gibraltar, travelers from the UK, and Spanish and Moroccan workers who come to Gibraltar every day from different



8. countries, each require a different type of movement. This path is redefined to provide each pedestrian with a variety of experiences and



9. efficient, depending on their needs. The number of events facing the passage and the reasonable distribution of speeds provide them an



10. attractive space. The proposed street links the Old Town to the surrounding area and even to Gibraltar Rock Mountain. In addition,



11. while preserving existing buildings, these passages will be the base of the pedestrian network by connecting buildings and alleys.

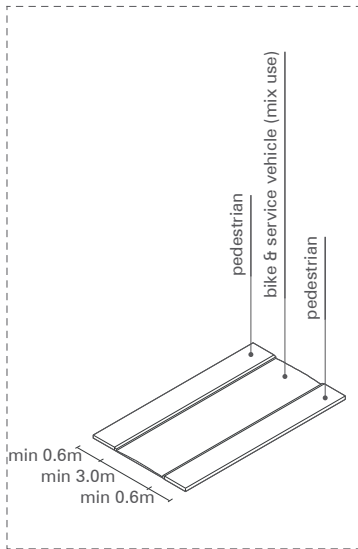


12. alleys. Upgrading the Old Town, Gibraltar's cultural, economic, and tourist center has enabled Gibraltar to grow independently.

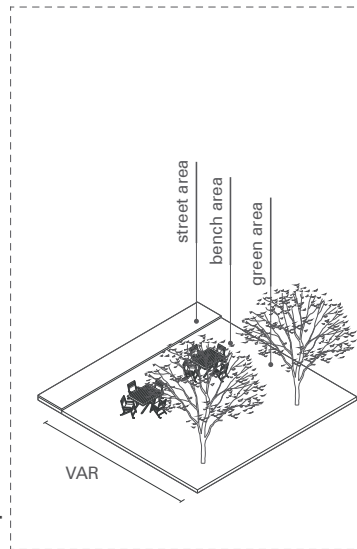
Story board of journey on Main Street for shopping in 2048

Seung Keun Lee, 2019

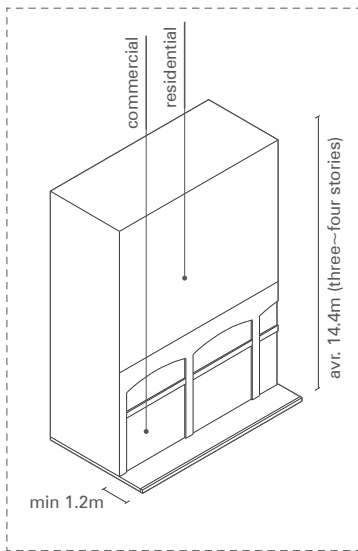
Vehicle, Bike, Pedestrian Road



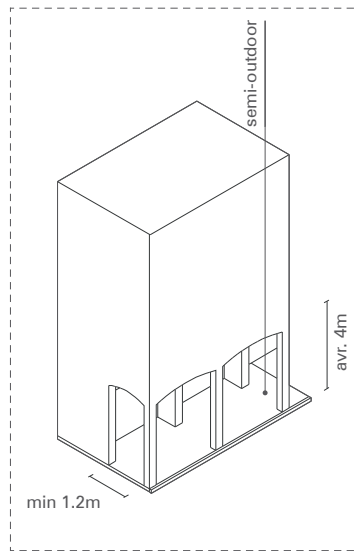
Square



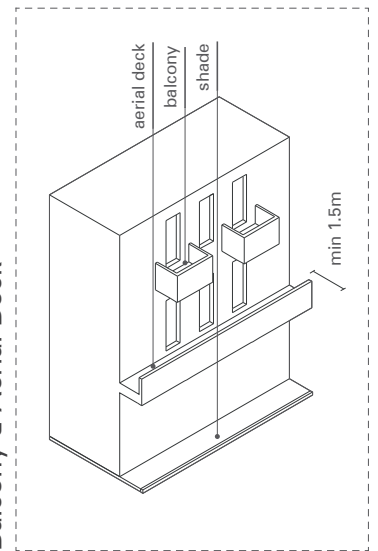
Street on the ground



Arcade

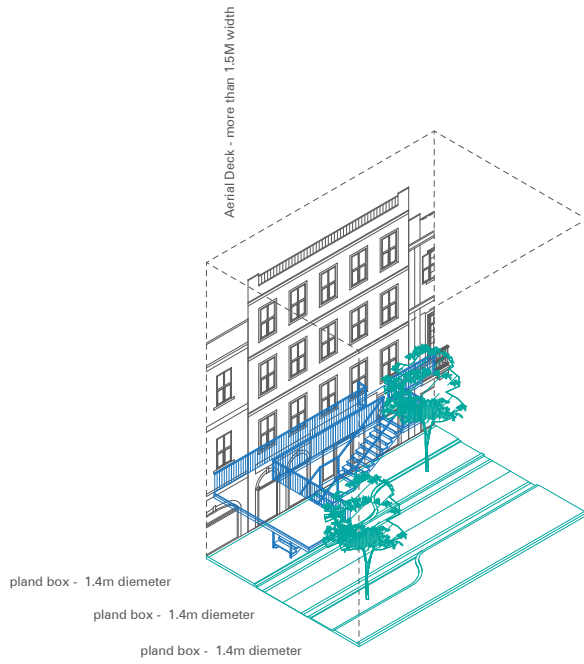


Balcony & Aerial Deck

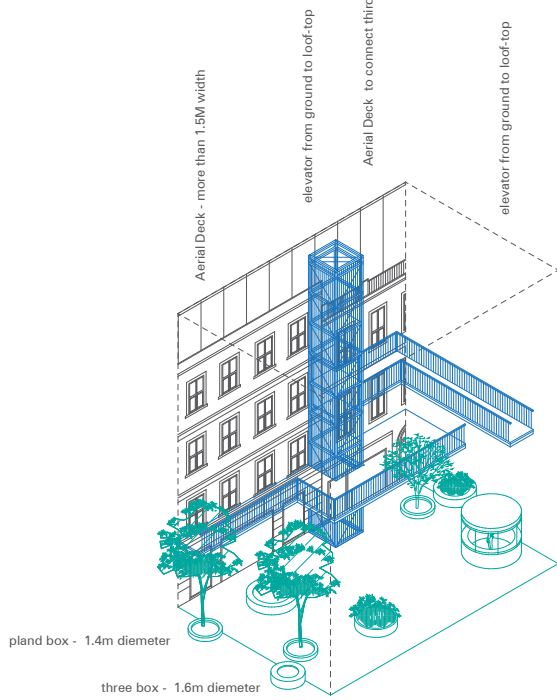




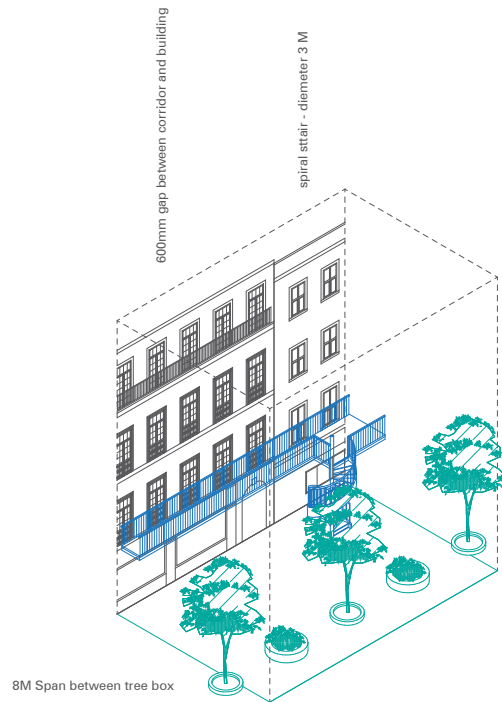
Street Profile 01



Street Profile 02



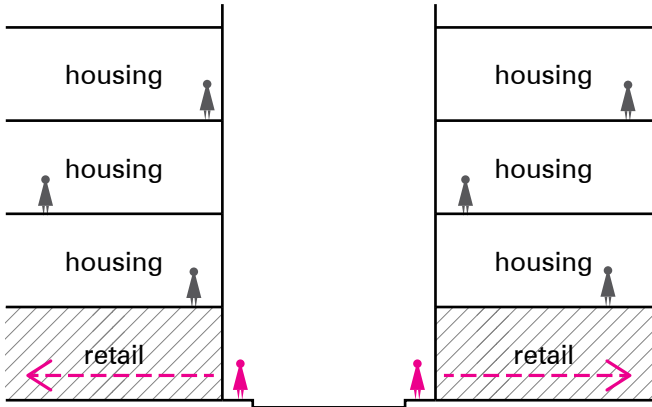
Street Profile 03



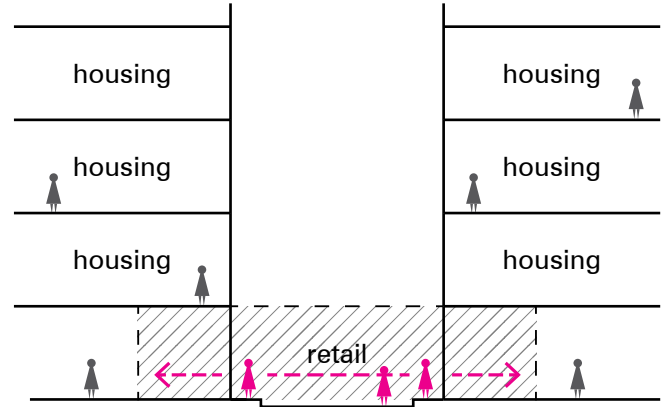
Street Profile 04

Architectural Spaces and movements
on the street in Old Town

Sketches by Seung Keun Lee



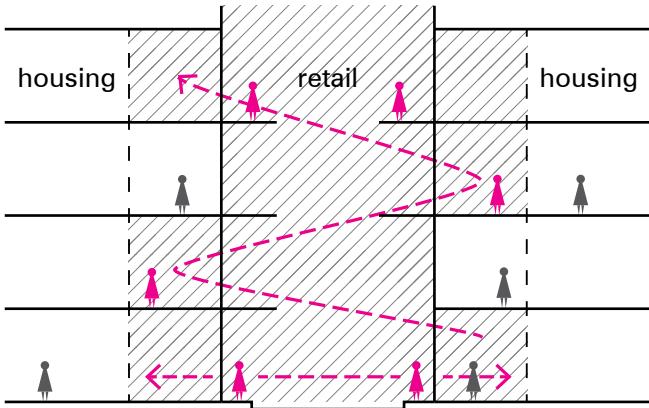
current old town



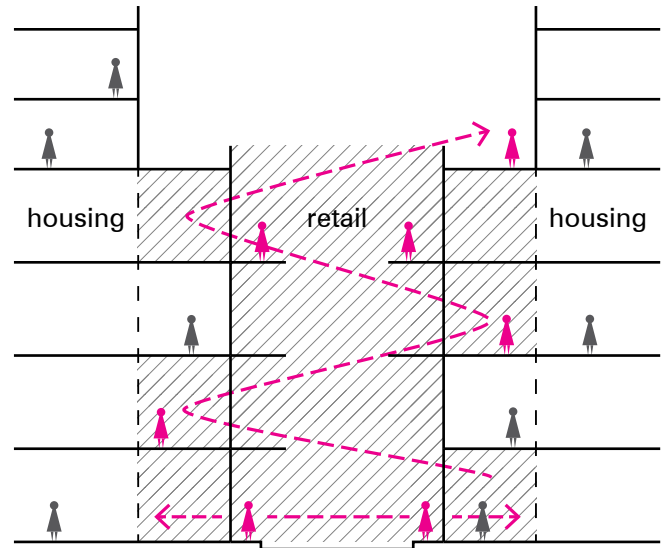
proposed shopping street

diagram about proposed shopping street in Old Town

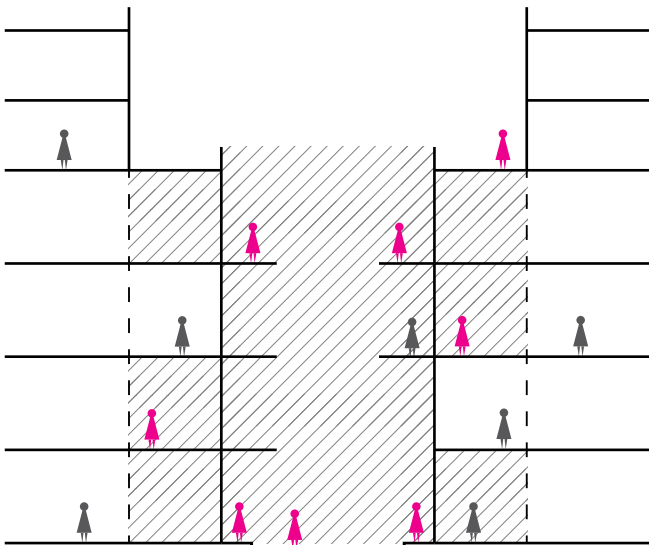
Seung Keun Lee, 2020



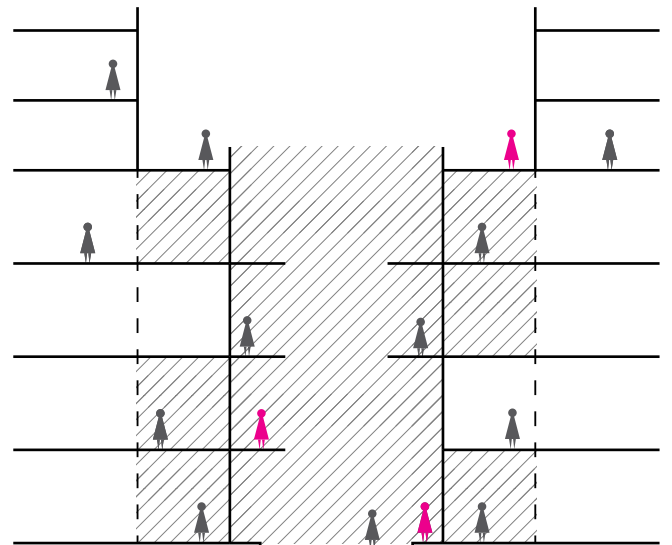
spatial coordination
by commercial and residential objectives



quality living and working environment
for the permanent population



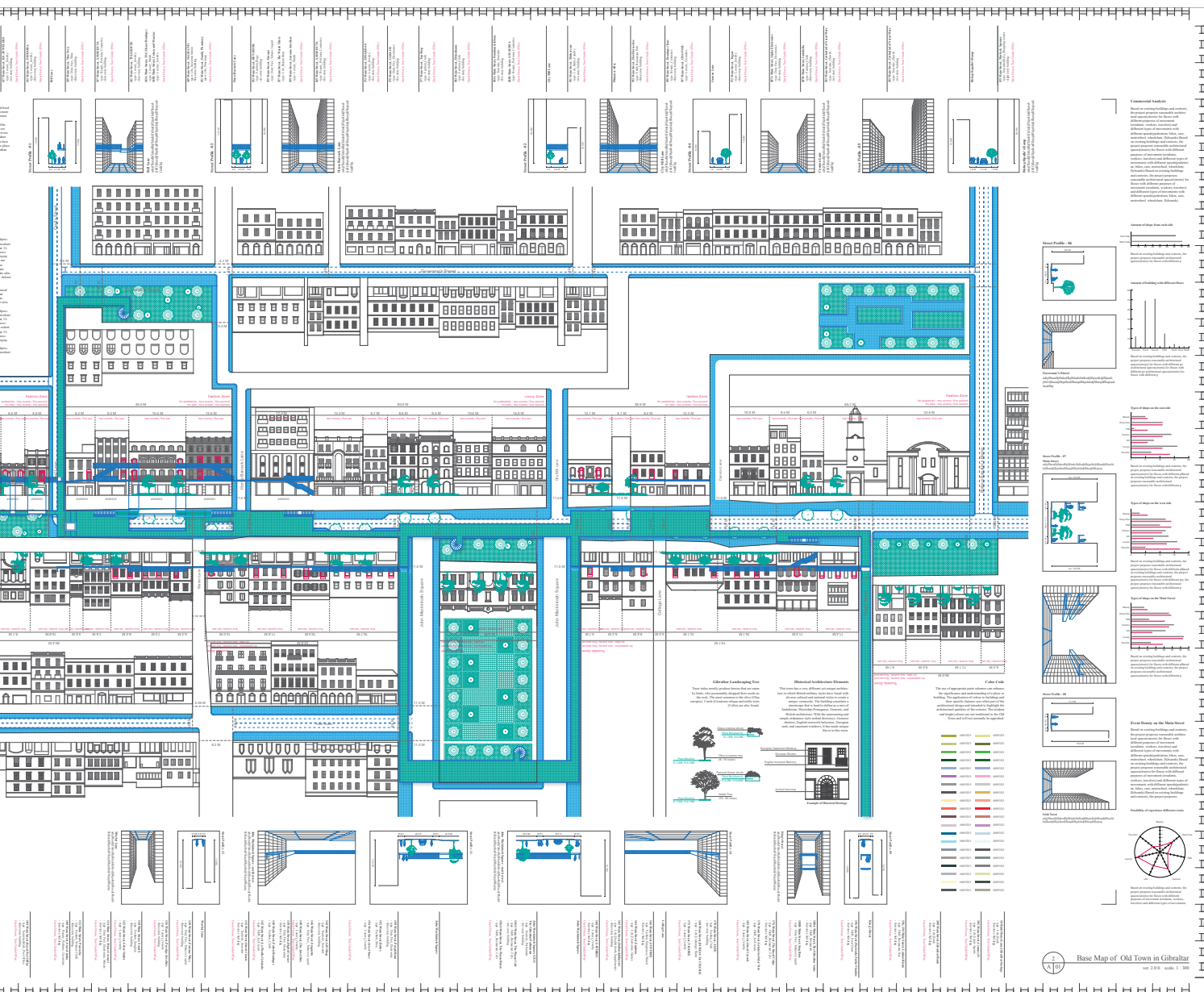
From 9:00 am to 6:00 pm



From 6:00 pm to 9:00 am

below: diagram about the notion of
twenty-four hour old town

Seung Keun Lee, 2020



Proposed shopping street map in Old Town area

Seung Keun Lee, 2019

1. 100' x 100' Block	2. 100' x 100' Block	3. 100' x 100' Block	4. 100' x 100' Block	5. 100' x 100' Block	6. 100' x 100' Block	7. 100' x 100' Block	8. 100' x 100' Block	9. 100' x 100' Block	10. 100' x 100' Block	11. 100' x 100' Block	12. 100' x 100' Block	13. 100' x 100' Block	14. 100' x 100' Block	15. 100' x 100' Block	16. 100' x 100' Block	17. 100' x 100' Block	18. 100' x 100' Block	19. 100' x 100' Block	20. 100' x 100' Block	21. 100' x 100' Block	22. 100' x 100' Block	23. 100' x 100' Block	24. 100' x 100' Block	25. 100' x 100' Block	26. 100' x 100' Block	27. 100' x 100' Block	28. 100' x 100' Block	29. 100' x 100' Block	30. 100' x 100' Block	31. 100' x 100' Block	32. 100' x 100' Block	33. 100' x 100' Block	34. 100' x 100' Block	35. 100' x 100' Block	36. 100' x 100' Block	37. 100' x 100' Block	38. 100' x 100' Block	39. 100' x 100' Block	40. 100' x 100' Block	41. 100' x 100' Block	42. 100' x 100' Block	43. 100' x 100' Block	44. 100' x 100' Block	45. 100' x 100' Block	46. 100' x 100' Block	47. 100' x 100' Block	48. 100' x 100' Block	49. 100' x 100' Block	50. 100' x 100' Block	51. 100' x 100' Block	52. 100' x 100' Block	53. 100' x 100' Block	54. 100' x 100' Block	55. 100' x 100' Block	56. 100' x 100' Block	57. 100' x 100' Block	58. 100' x 100' Block	59. 100' x 100' Block	60. 100' x 100' Block	61. 100' x 100' Block	62. 100' x 100' Block	63. 100' x 100' Block	64. 100' x 100' Block	65. 100' x 100' Block	66. 100' x 100' Block	67. 100' x 100' Block	68. 100' x 100' Block	69. 100' x 100' Block	70. 100' x 100' Block	71. 100' x 100' Block	72. 100' x 100' Block	73. 100' x 100' Block	74. 100' x 100' Block	75. 100' x 100' Block	76. 100' x 100' Block	77. 100' x 100' Block	78. 100' x 100' Block	79. 100' x 100' Block	80. 100' x 100' Block	81. 100' x 100' Block	82. 100' x 100' Block	83. 100' x 100' Block	84. 100' x 100' Block	85. 100' x 100' Block	86. 100' x 100' Block	87. 100' x 100' Block	88. 100' x 100' Block	89. 100' x 100' Block	90. 100' x 100' Block	91. 100' x 100' Block	92. 100' x 100' Block	93. 100' x 100' Block	94. 100' x 100' Block	95. 100' x 100' Block	96. 100' x 100' Block	97. 100' x 100' Block	98. 100' x 100' Block	99. 100' x 100' Block	100. 100' x 100' Block
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	------------------------

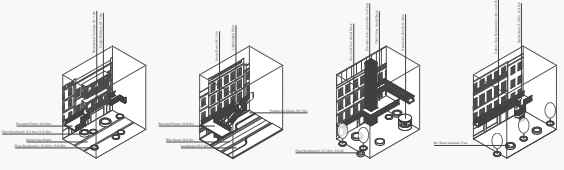


The project manager, Glavin's vision through architectural strategy and design, is to create a vibrant, walkable neighborhood that will make the area more attractive to residents, workers, and visitors. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces.



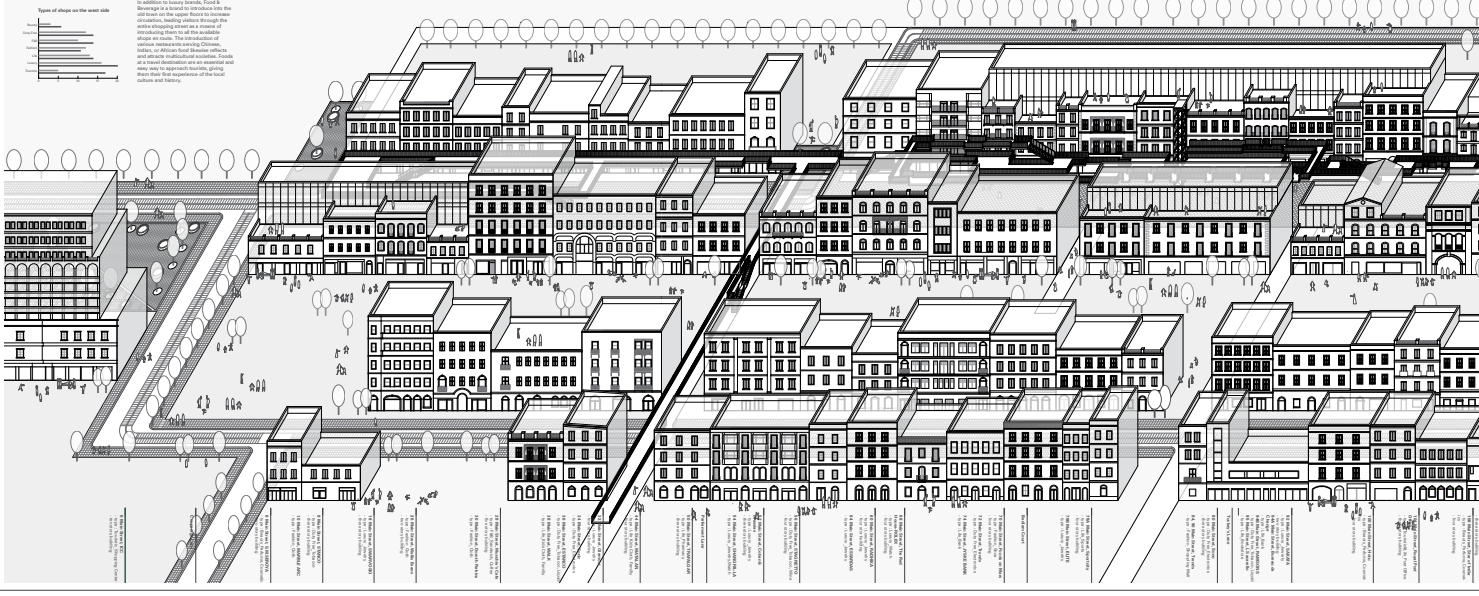
Old Town Shopping Map

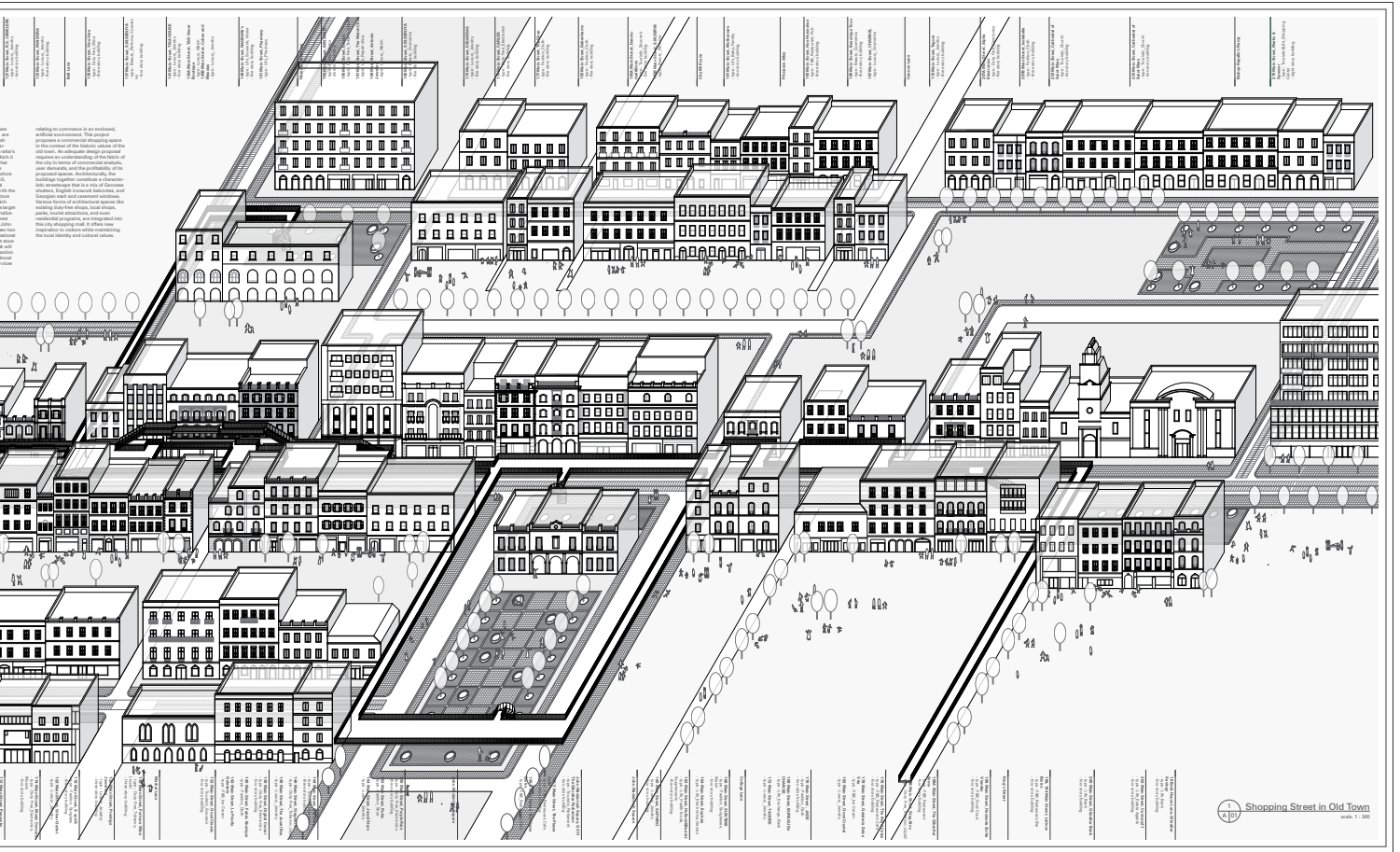
Shopping has been a common form of transportation and recreation for a long time. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces.



The project 'Group 12' has a vision to create a vibrant, walkable neighborhood that will make the area more attractive to residents, workers, and visitors. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces.

The project 'Group 12' has a vision to create a vibrant, walkable neighborhood that will make the area more attractive to residents, workers, and visitors. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces. The project is a multi-phase development that will include a mix of residential, commercial, and public spaces.



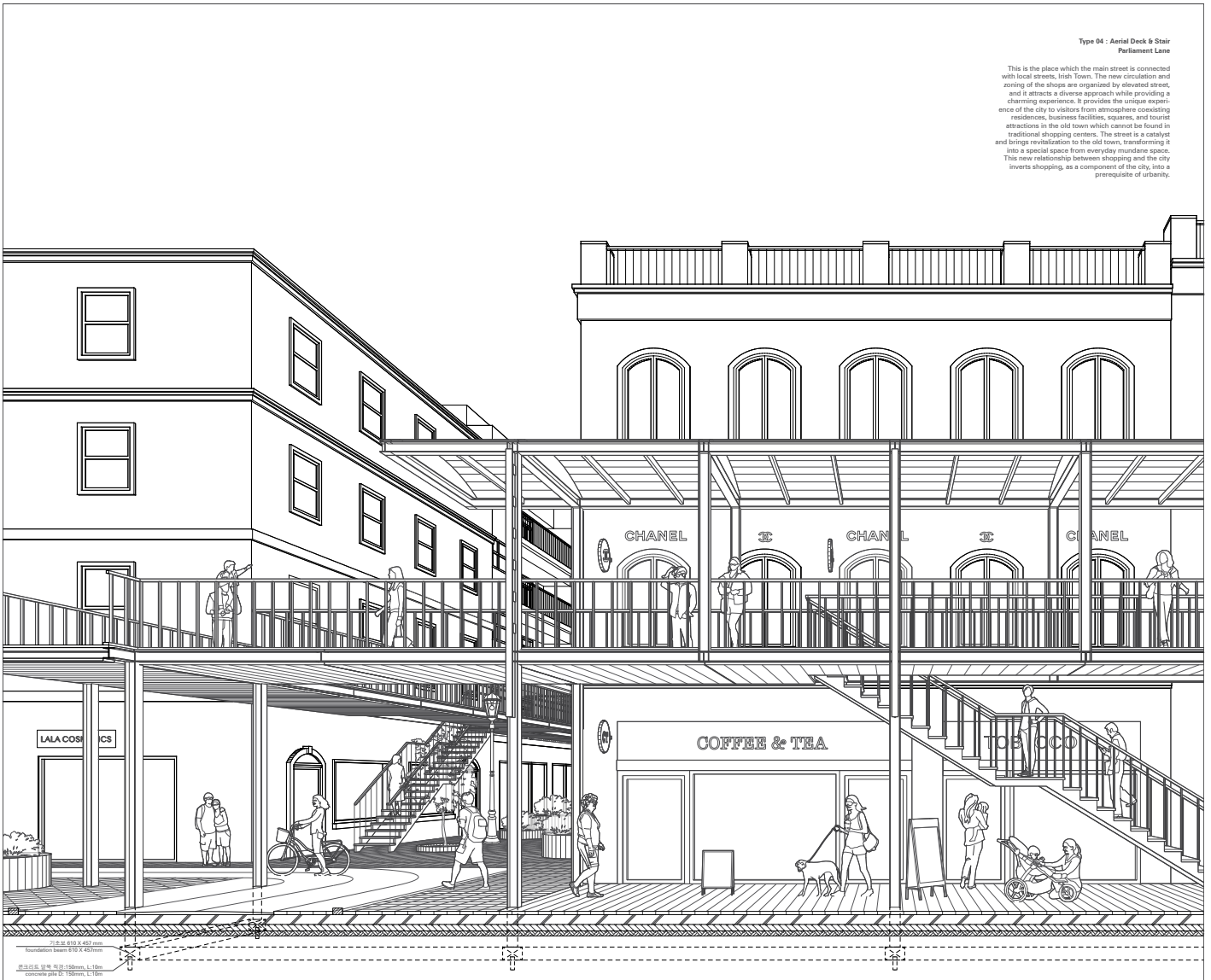


P]roposed shopping street isometric map in Main Street

Seung Keun Lee, 2020

Type 04 : Aerial Deck & Stair
Parliament Lane

This is the place which the main street is connected with local streets, Irish Town. The new circulation and zoning of the shops are organized by elevated street, and it attracts a diverse approach while providing a charming experience. It provides the unique experience of the city to visitors from atmosphere consisting residences, business facilities, squares, and tourist attractions in the old town which cannot be found in traditional shopping centers. The street is a catalyst and brings revitalization to the old town, transforming it into a special space from everyday mundane space. This new relationship between shopping and the city inverts shopping, as a component of the city, into a prerequisite of urbanity.



Part of proposed shopping street map
in Main Street

Seung Keun Lee, 2019



Type 01 : Spiral Stair & Square
John Mackintosh Square

This square is a representative tourist destination in the Old Town. It is the center of the main street, where government offices, residences, and retail shops are concentrated. With a relatively wide street profile, people's movements are crowded and somewhat fast. Also, it is interpreted as a representative public space as it is a place where various events are held. In this place, the spiral staircase with the lowest speed of movement was designed to control the speed of movement of people. It is a space where various activities can naturally occur, and the place is given to the public space continuously

Part of proposed shopping street map
in Main Street

Seung Keun Lee, 2019

Type 02 : Ramp & Escalator
Castle Street

This is a rather wide alleyway in a dense space with a residential area, with a profile of the street most commonly seen in the Old Town. Stairs have the advantage of slowing people's movements, increasing the time that visitors can attend the event. However, escalators were installed considering local residents passing by this space every day. In addition, the landscaping of stairs, event spaces, and lamps have been installed, which are further divided into various areas for different purposes. This is an opportunity to spread the flux of people passing through the city efficiently and anticipate the expansion of the city.



Part of proposed shopping street map
in Main Street

Seung Keun Lee, 2019

Type 05 : Arcade & Balcony
Main Street

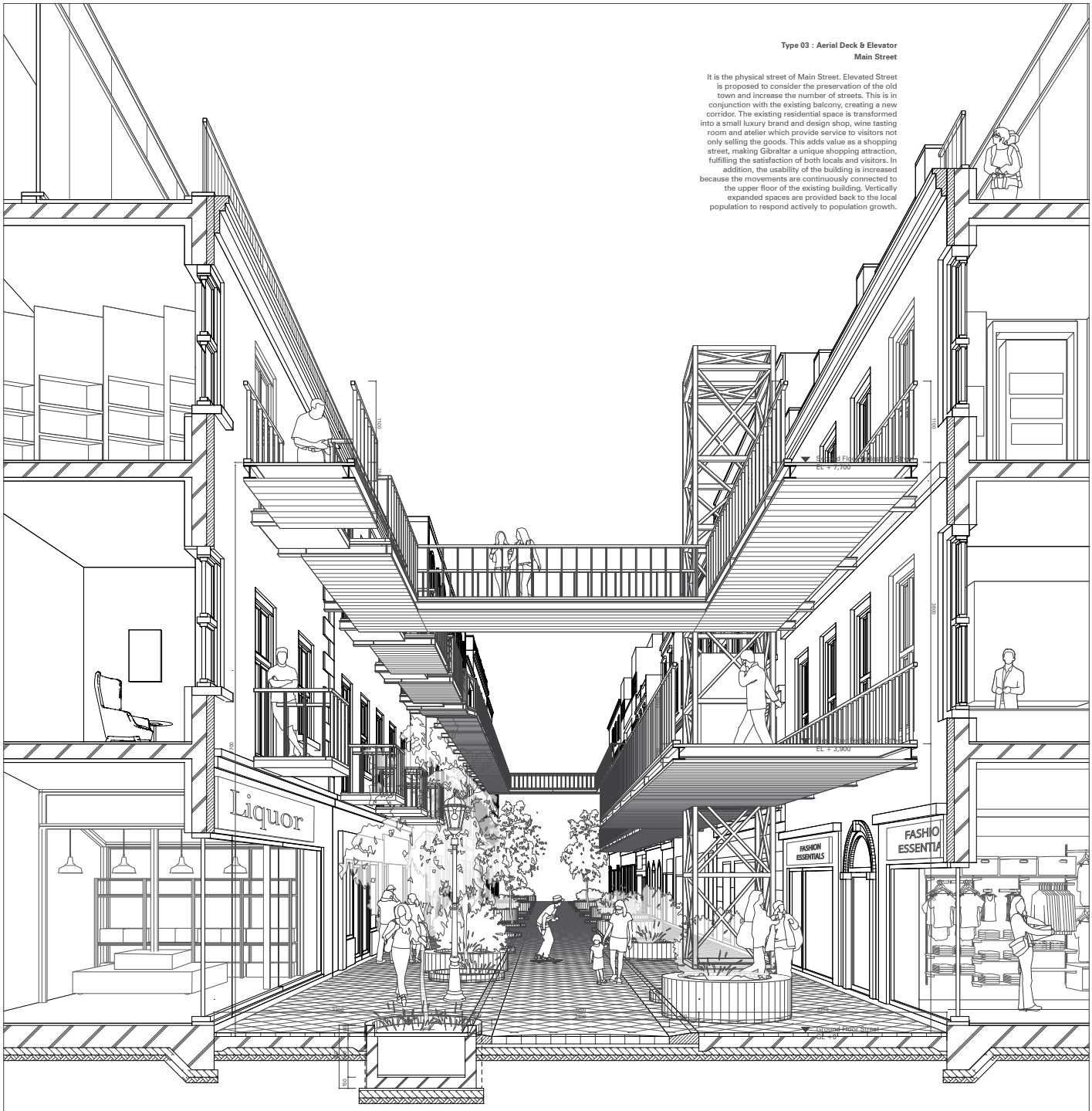
The old town has a variety of balconies. These various balconies are connected to the deck in the air, creating a buffer space, making it an efficient space to avoid strong solar radiation. This is to provide a pleasant environment for those who pass by on the street.

Also, from 10-18h, from May to September, these services are aimed at day-visitors, from cruise ships and tourists in southern Spain. From 18h-00h they are aimed at residential populations and overnight-stays. From September to May they are dedicated wholly to residential populations. Maximizing the income from day-visitors pays for the services for residents, and the shopping street can create employment opportunities for local residents and provide them high cultural life that never existed before in Gibraltar. Lorem ipsum dolor sit amet, consetetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation



Part of proposed shopping street map
in Main Street

Seung Keun Lee, 2019



**Type 03 : Aerial Deck & Elevator
Main Street**

It is the physical street of Main Street. Elevated Street is proposed to consider the preservation of the old town and increase the number of streets. This is in conjunction with the existing balcony, creating a new corridor. The existing residential space is transformed into a small luxury brand and design shop, wine tasting room and atelier which provide service to visitors not only selling the goods. This adds value as a shopping street, making Gibraltar a unique shopping attraction, fulfilling the satisfaction of both locals and visitors. In addition, the usability of the building is increased because the movements are continuously connected to the upper floor of the existing building. Vertically expanded spaces are provided back to the local population to respond actively to population growth.

Part of proposed shopping street map
in Main Street

Seung Keun Lee, 2019



Pictorial narrative about luxury tourism

Seung Keun Lee, 2019



Photo of Model

Seung Keun Lee, 2020

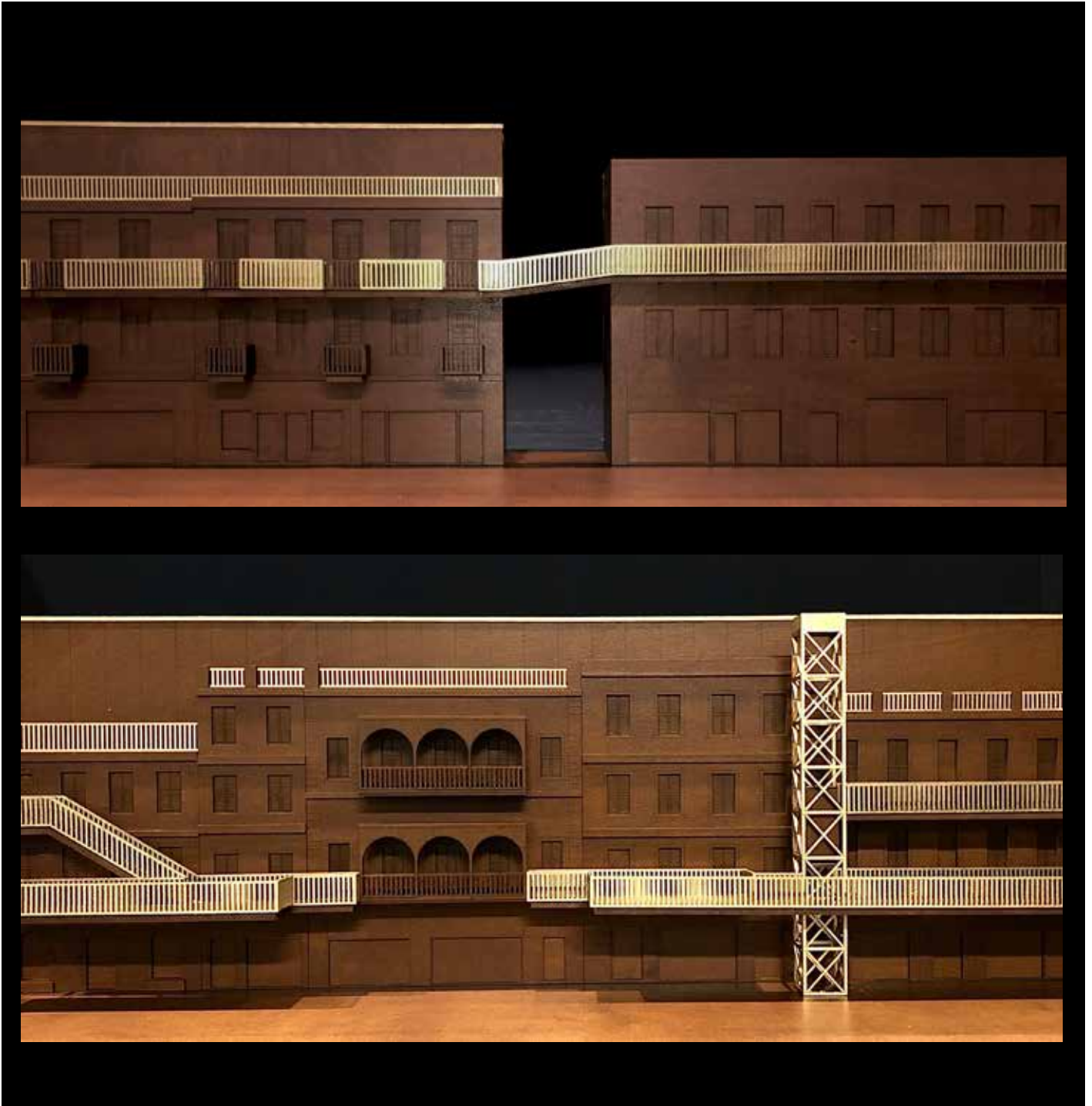
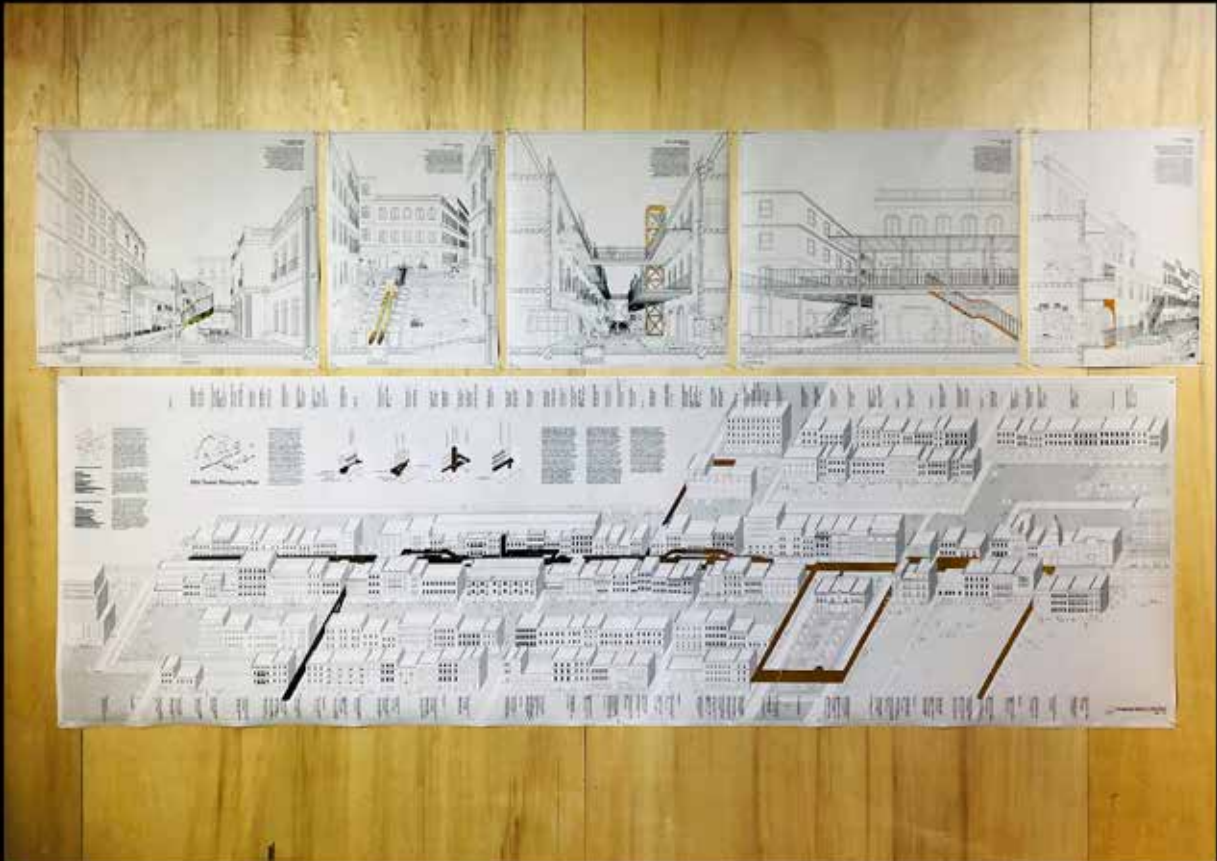


Photo of Model

Seung Keun Lee, 2019



Exhibition Drawings with Gold leaf
and Architectural drawings

Seung Keun Lee, 2020



Gold material to show luxury tourism
in Main Street

Seung Keun Lee, 2020

Expert Interview

Paul Origo, Town Planner
Talk held on visit to the John Mackintosh
Hall, 18 June, 2018.

The Old Town Guidelines were issued in
2009, and have they been improved or
applied?

Yes, we are now improving our design guide-
lines. The situation has changed a lot since
it has passed 10 years. Applying the design
guideline so far has been disadvantageous
because not all buildings are applied because
it is applied by selected buildings.

When new stores open in Old Town, are there
any restrictions on the type of retail?

Currently, there is no program restriction
when new stores are introduced. It is very
free, and recently the luxury brand Chanel is
preparing.

Jonas Stahl, Architect, ARC Design Architect
LTD, 19 June, 2018.

I know there is a Old Town design guide, but
is it applying well to the new construction as
a whole?

Yes. There are guidelines provided by the
government. However, it is not so common,
it is not applied to every building, so I rarely
use it.

The main street in Old Town is inconvenient
for vehicles, so is there any restriction on
construction or schedule?

A lot. Because the vehicle has to come in
a certain time, the schedule is often tight.
And the construction period is generally
long. Therefore, it is also preferable to use
a pre-processed material to reduce the
construction period.

This office is known as one of the few local
offices in Gibraltar. Do you only work in
Gibraltar?

No, there are so many projects in Spain.
Residential and commercial facilities often
require a design. Now, 11 staff members
work on different design projects in this
office. However, design projects in Gibraltar
are usually small. Skywalk is a good project
for us to build relationships with our offices
and government. This makes it possible to
design the public office a little bit.

Usually, do you contract directly with the
client or do you design a development?

There is almost no competition contest.
I participated in the Gibraltar University
Design Competition, but it was disappeared.
Because the area is so narrow, the relation-
ship between architects and civil servants
is close. So, it may be a little unfair, but the
results may be determined by connections.

What materials do you usually use?

Mainly used materials are easy to obtain. All
the materials come from Spain as freighters.
Therefore, without special worries, if you
apply for materials, you can ship immediately
the next day. However, depending on the
construction budget, materials are usually
simplified.

Is infrastructure well established?

Embarrassingly, the infrastructure of
Gibraltar is very poor. It is particularly vulner-
able to water supply and sewage disposal.
The supply of water used to purify seawater,
and the distinction between drinking water
and ordinary water. However, the emissions
are directly exported to the sea.

Indian Supermarket Owner, Market Owner, 17
June, 2018.

What is the normal store operation?

It is operated by 8 pm. However, it is a shop
run by most immigrants, and shops run by
Gibraltar usually close at five. They seem to
be reluctant to work.

Do you live in Gibraltar?

No. Gibraltar usually gets £ 1000 in rent.
However, close to the border, Spain is £ 500.
Therefore, there is no need to buy expensive
money here. It takes only 15 minutes to
commute, so there is no inconvenience.

What kind of people do you normally work
for?

It is usually Indian and Spanish. There are
a small number of people from Irish and
Gibraltar. Jewish towns are formed, but they
do not work.

Bibliography

Chief Minister of Gibraltar. GIBRALTAR DEVELOPMENT PLAN DESIGN GUIDE OLD TOWN 2009, Gibraltar: Town Planning Division, 2009.

Sola-Morales, i Rubió Manuel. Manuel de Sola-Morales: a matter of things. Eelco van Welie : NAI Publishers, 2008

Hyunjoon, Yoo. What does a city live in?. Seoul : Eulyoo Publishers, 2015

"Urban Design and Research of Nantou Old Town + Architectural Design of UABB Venue / URBANUS" 18 Aug 2018. ArchDaily. July 3, 2019. //archdaily.com/899370/urban-design-and-research-of-nantou-old-town-plus-architectural-design-of-uabb-venue-urbanus

Chief Minister of Gibraltar. GIBRALTAR DEVELOPMENT PLAN DESIGN GUIDE OLD TOWN 2009, Gibraltar: Town Planning Division, 2009.

This guide forms part of the Gibraltar Development Plan and is therefore one of a suit of documents that together form the framework for the future planning of Gibraltar. The aim of this guide is to raise the standard of design of new development.

The chapters are divided into categories mainly about the environment to be preserved in the Old Town and its directions, retail facilities, housing facilities, tourism, business, and transportation. In particular, it provides design guidelines that are differentiated from other regions by setting specialized sites. These include ST Bernard's Hospital, Old Police Barracks, Orange Bastion Casemates, Irish Town, Engineer House, and Wellington Front.

This addressed the brief requirements for elevation design, façade and elevation of newly built buildings in the Old Town. One chapter outlined guidelines for commercial establishments. This provides specific guidelines for sign design, paving and shutter design, while at the same time providing overall architectural design goals for Gibraltar.

Sola-Morales, i Rubió Manuel. Manuel de Sola-Morales: a matter of things. Eelco van Welie : NAI Publishers, 2008

'A Matter of Things' is a book in the form of a work by Spanish architect and city planner Manuel de Solà-Morales.

This has focused on his most important projects and realizations. One of his works is about Antwerp, Groningen, Porto, Barcelona, and Hague, which deals with how the city-scape forms in Europe.

Overall, he thought the city should be a specific description, and he wanted to build a type of city plan, not just an aesthetic proposal. Expect the situation in the city through buildings and public spaces and show what possibilities and benefits you can have within the human scale.

Hyunjoon, Yoo. What does a city live in?
Seoul : Eulyoo Publishers, 2015

This book contains 15 humanistic perspectives that interpret the city. It reads the politics, economy, culture, history, and science contained in the city, showing the city and human being interacting with each other and coexisting with each other.

There is an example of what is the right walking space by comparing MVRDV's Seoul-ro project, which is controversial, with New York High Line Park. It also shows what attracts tourists to the city. The authors here say that successful squares in Europe have landmarks or shops around the square. In other words, architects should try to create a place that does not focus on making a building but has meaning. To create a place, people must be gathered, and that requires sufficient attraction. It can be a landmark, and it needs an architectural program like a cafe and a bar.

"Urban Design and Research of Nantou Old Town + Architectural Design of UABB Venue / URBANUS" 18 Aug 2018. ArchDaily. July 3, 2019. [//archdaily.com/899370/urban-design-and-research-of-nantou-old-town-plus-architectural-design-of-uabb-venue-urbanus](https://archdaily.com/899370/urban-design-and-research-of-nantou-old-town-plus-architectural-design-of-uabb-venue-urbanus)

This article introduces the project of URBANUS, an architect office in China. This is a project to recreate the very old and deprived city of Nantou. The project started as a one-off event for the Urban Biennale, but the site was a physical reality. The city, which was enclosed by the gates in China and which had been preserved for a long time and underdeveloped, was becoming modernized as factories became densely built. Naturally, nowadays it has become dark space, and in order to overcome this, a creative public space is applied. After setting the main street, set the node point at appropriate intervals. This, of course, follows historical traces and meanings. However, the program provided by the architect is a trendy public space that can be felt far from history. Conversely, people's exchanges and encounters are historically important places in any country. In other words, the city was rejuvenated by the improvement of the environment and the proposal of the program.

Afterword: Reflection of Project in Relation to Discourse

European cities, with a long history of urban life, have as much sustained self-sustainment as early as roads and squares. Numerous political conflicts and social conflicts have sought ways to co-exist with foreigners, while at the same time making the background of their daily lives have seen in European cities.

Cities in the America and Asia are practicing the rediscovery of streets. In the early 19th century, in search of the rebirth of a decaying urban center in the United States, the old but ill-formed idea of 'shopping street life' is being highlighted. Literally, favorite space in urban regeneration in the future is street regeneration with the idea of financial, socially, and environmentally sustainable. The culture of old town's 'Main Street' has evolved quite differently from what was once a nostalgic space under the commercial backdrop of Disneyland or simply a luxury street in a shopping mall.

Street, which existed as an official 'square-street-plaza' in American shopping malls, is now rediscovering and improving the value of street life in everyday life. In this respect, this contribution was made in conjunction with the culture of shopping to improve the value of Gibraltar, the Old Town through the street.

The Main Street of the Old Town is literally the center background of locals, daily and tourists. This space mainly consists of people's consumption and leisure life. It is a space where people pass quickly, someone who stays for a while and purchases duty-free goods, and mundane life environment for locals. However, the flux of these dynamics is concentrated only in a temporary period from morning to evening in the summer season, and the rest of most periods is the bleakness of the empty city without vibrantly.

This contribution suggests the new types of programs and architectural spaces for local residents and tourists to coexist in order to continue to grow in the city. This is called luxury tourism. The introduction of this luxury brand is not just about selling expensive products, which is seen in the past.

The future commercial strategy model is to shape potential customers through the provision of services. In addition, consumers will enjoy the enhanced value of their lives by receiving high-quality services at affordable prices. In addition, these services can create jobs for local residents, thus enabling economic independence in the region.

In other words, the shops on Main Street finally offer other services and added-value to the street, public life, and identity of the territory. These commercial optimizations of the city center, serving a very transitory population, can create a quality, complex, living-and-working environments for permanent populations in Gibraltar. Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind.