

**STUDY ON LAYOUT CONFIGURATION DESIGN EFFECT ON THE
CIRCULATION IN ENCLOSED SHOPPING MALL**

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Abstract

This paper examines the layout configuration effect on the circulation of shopper's in shopping mall. Since the widespread of shopping mall in Malaysia, there is a lot of competition among them. Various of innovation create by designer or architect in designing the best shopping mall in the aspect of façade image, services, and layout plan that can attract community. However, shopping malls are in the mature stage of the mature stage of the retail life cycle and require major renovation and revitalization to sustain a competitive edge. Community will find and fulfill their needs in shopping mall in their whole day. How to attract them, begging them or serve them to stay one whole day in shopping mall? Draw a circulation in shopping mall to give a comfort to shopper's play a important role. How the arrangement of anchor tenant, other smaller retails and services will circulate or control the shopper's circulation. People will feel tired of walking too far, too complex or bad wayfinding in shopping mall. Tenant placement should be very strategic to draw smoothly the shopper's from one tenant to another tenant. People went to shopping mall not just only to buy thing, but they went there for their leisure time. Shopping mall should have everything in one roof and that is the reason why the space placement or layout configuration arrangement should be the right way to approach community or shopper's to spend their whole day time in shopping mall

Chapter 1: Introduction

1.0 Introduction

This paper is research on how the layout design of shopping centre affect the circulation in shopping mall in Malaysia. It gives a little evidence that layout design or the tenant pattern can affect the effectiveness of footfall throughout the shopping mall. A variety pattern of design layout that we can see in every shopping malls in Malaysia. There a few factor that effect on layout design such types of malls, types of anchor tenants, services, and building form.

A shopping centre is a facility for community fulfill their leisure time, entertain, buying goods, and much more. It is very important that it should be activated. In other meaning, shopping centre is a facility for making profit. However, shopping centre often suffering from market depression as unsold or unrented units .To overcame the market depression, it is necessary to make a more efficient plan and thoroughly test the arrangement of sales floor, customer circulation and tenant mix.

Based on my opinion, shopping malls is the space for community living their life. Community is “..an assemblage of populations of...(different organisms)...that live in an environment and interact with one another, forming together a distinctive living system with its own composition, structure, environmental relations, development, and function.”(Whittaker, 1995, p.1-2) Community is the key of success of the shopping mall. Without community, it just be a failure and wasted. How to attract community come into shopping mall? What are the criteria that shopping mall should have? What are services