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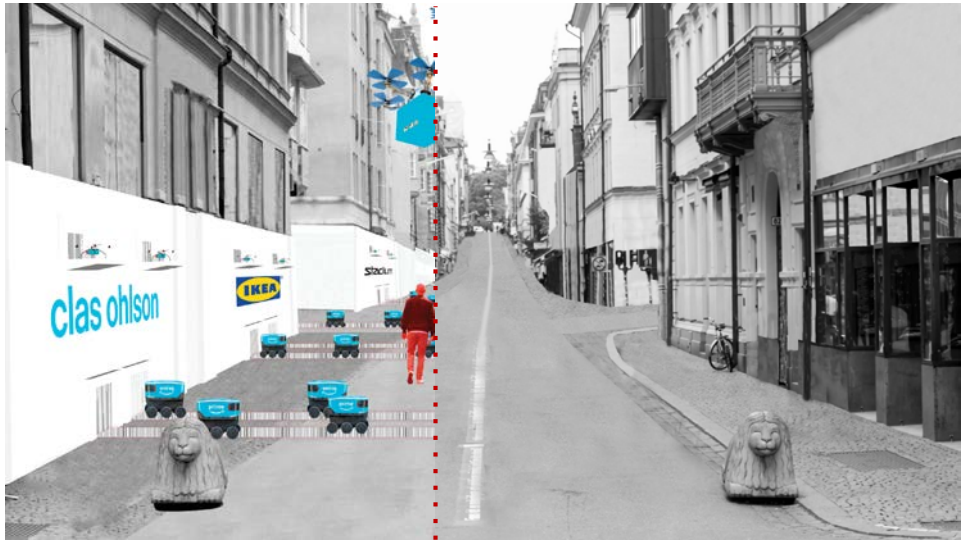
CITY STREET4

STREETS FOR 2030
PROPOSING STREETS FOR INTEGRATED AND UNIVERSAL MOBILITY

LJUBLJANA 23.&24.9.2020



Oskar Cafuta, KTH Royal Institute of Technology

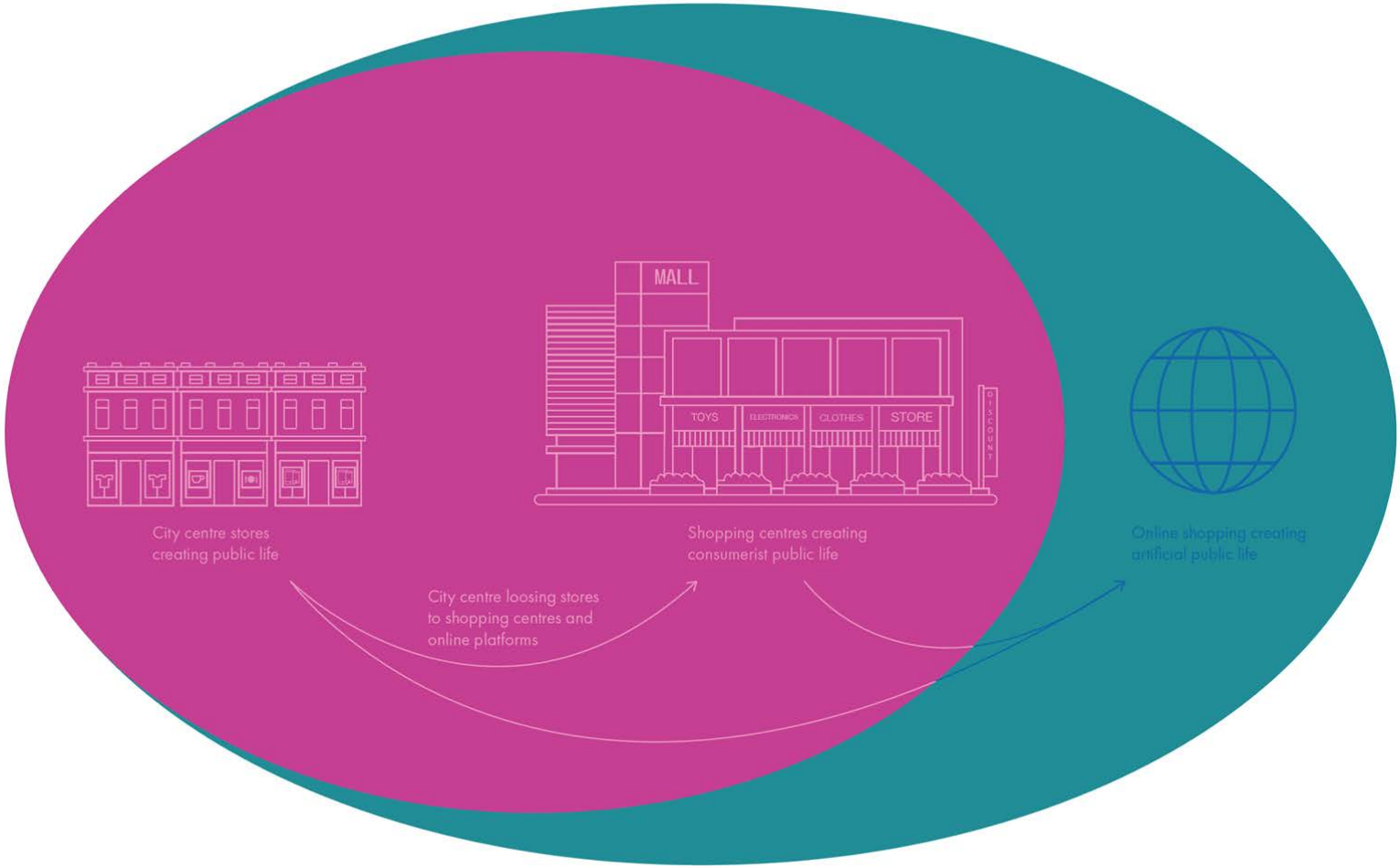
Digital Borders

Effect of contemporary and future consumerism on street life

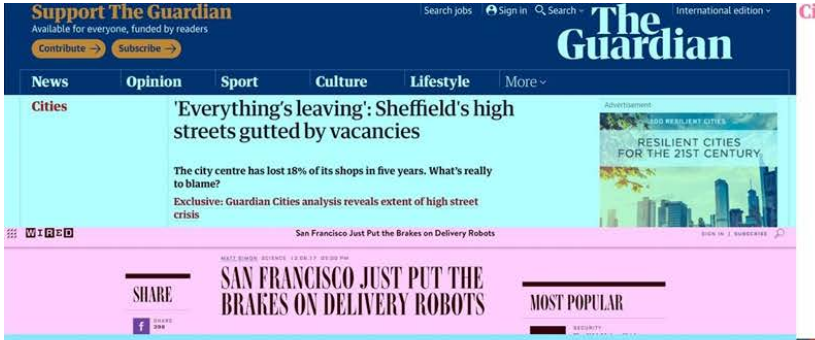
Consumerism is one of the main drivers of public space

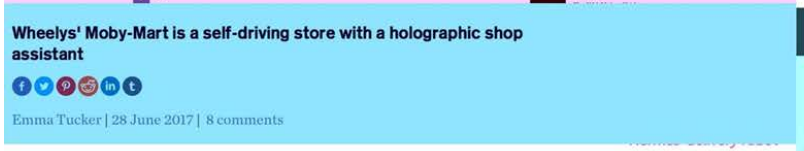
Consumerism is one of the main drivers of public space

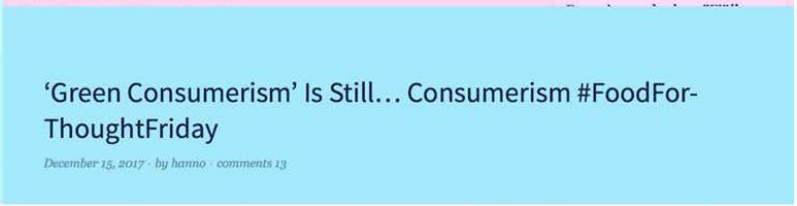
Evolution of consumer spaces and shifts of their uses



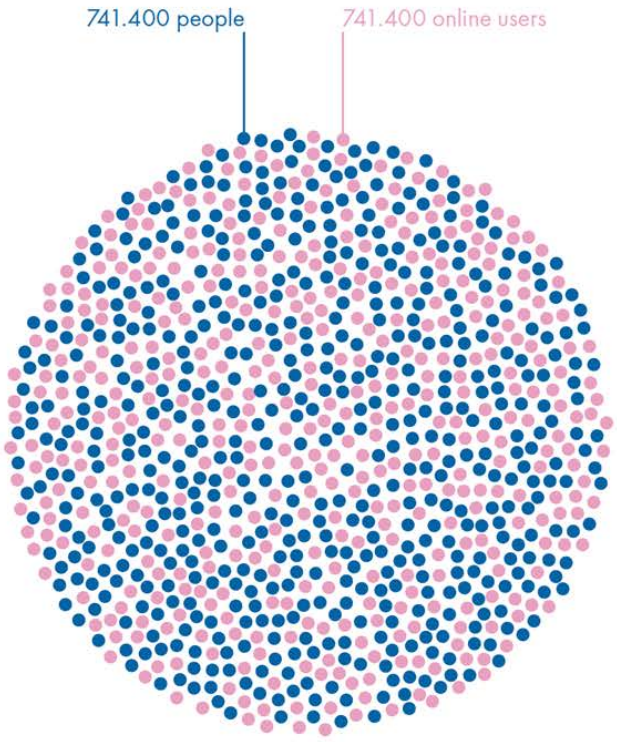
Technological advances are making consumerism increasingly convenient



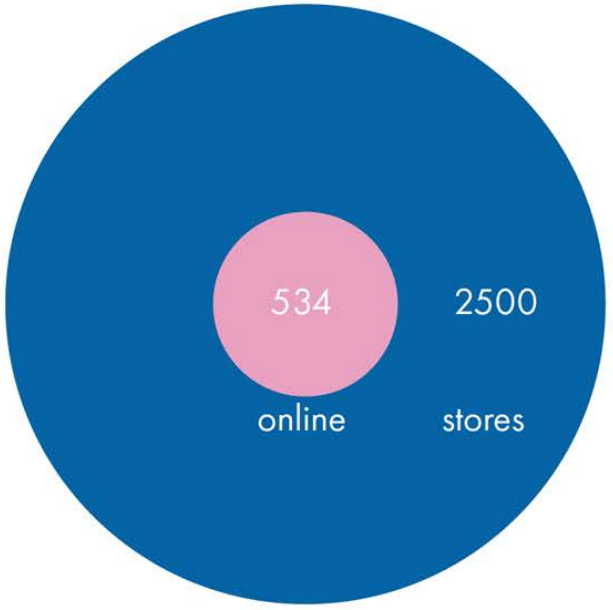




Online sales are already high and continue to rise



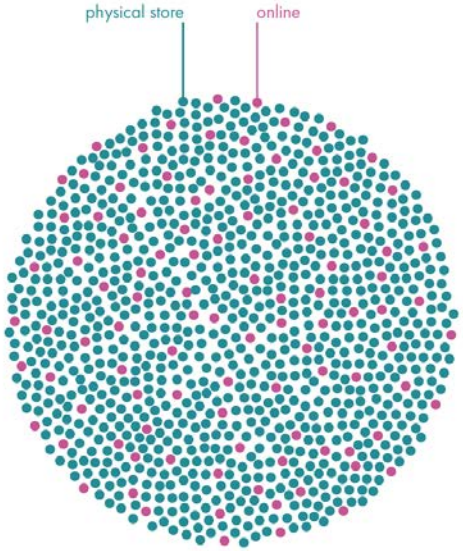
45% of European population used internet to purchase differen goods in 2017



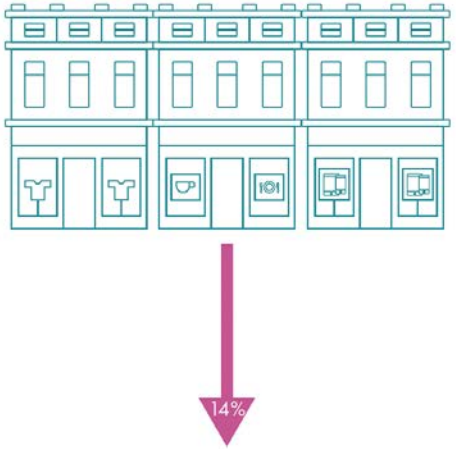
Shopping spending relation between online and physical retail (in billion EUR)

Source: Statista, 2017

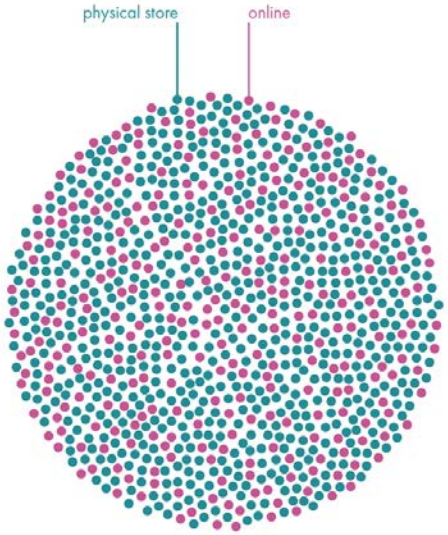
Despite the high use of physical retail stores, Sweden is noticing a rise in online shopping and decline in the number of city centre stores



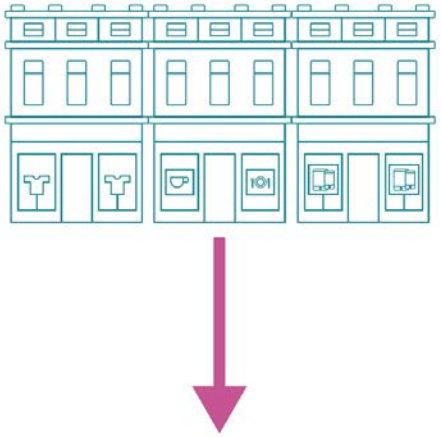
90% of all retail sales still take place in physical stores



From 2005 to 2016 the number of stores in the city centre droped by 14%.



Online shopping is estimated to be accounted for 22% - 33% (37%) of all retail in Sweden by 2025.
(30% on the chart)



By 2025 between 6.000 and 11.000 stores will close

Source: Svensk Handel, 2018

City streets are being taken over by new types of consumerism, generating livelier streets but not without risks and troubles

CITY STREET4

GOODS STORES

Since 2013 to 2017 number of clothing stores, sport and hobby equipment stores, phone stores, gift and cards stores, book stores, footware stores, charity shops

DECREASED
in average by 491 stores.

Clothing stores were hit the most - 751 of which were closed in that period.

UNITED KINGDOM

"EXPERIENCE" STORES

Since 2013 to 2017 number of bakeries, tattoo shops, bookmakers, pubs and bars, cafes, takeaway stores, convenience stores and hair and beautiy salones

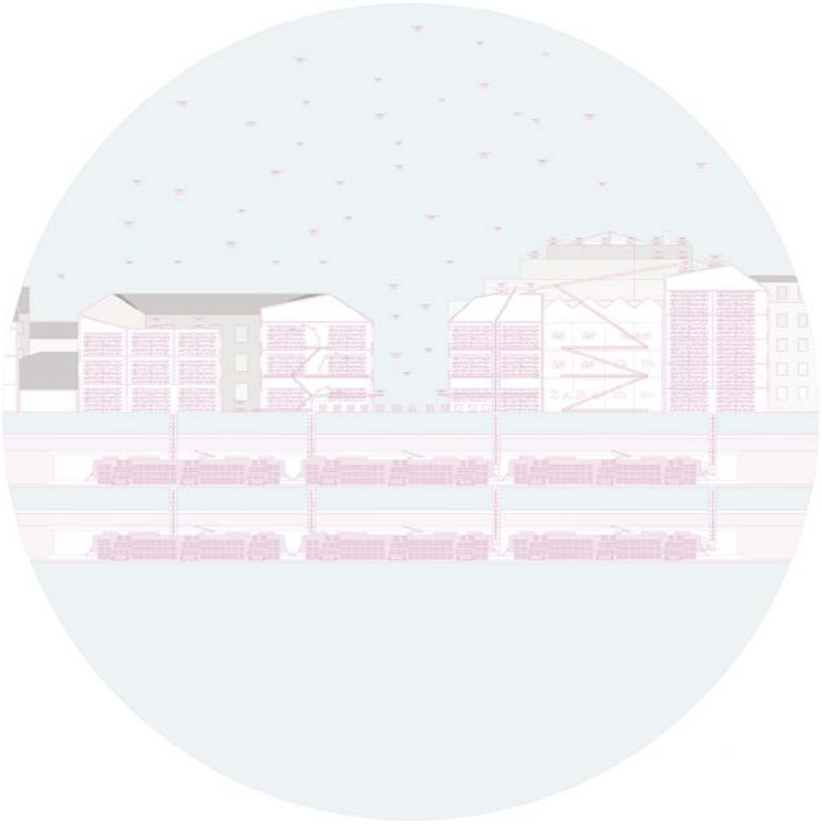
INCREASED
in average by 352 stores.

Hair and beautiy salones were the most successful - 1.006 new salons were opened in that period.

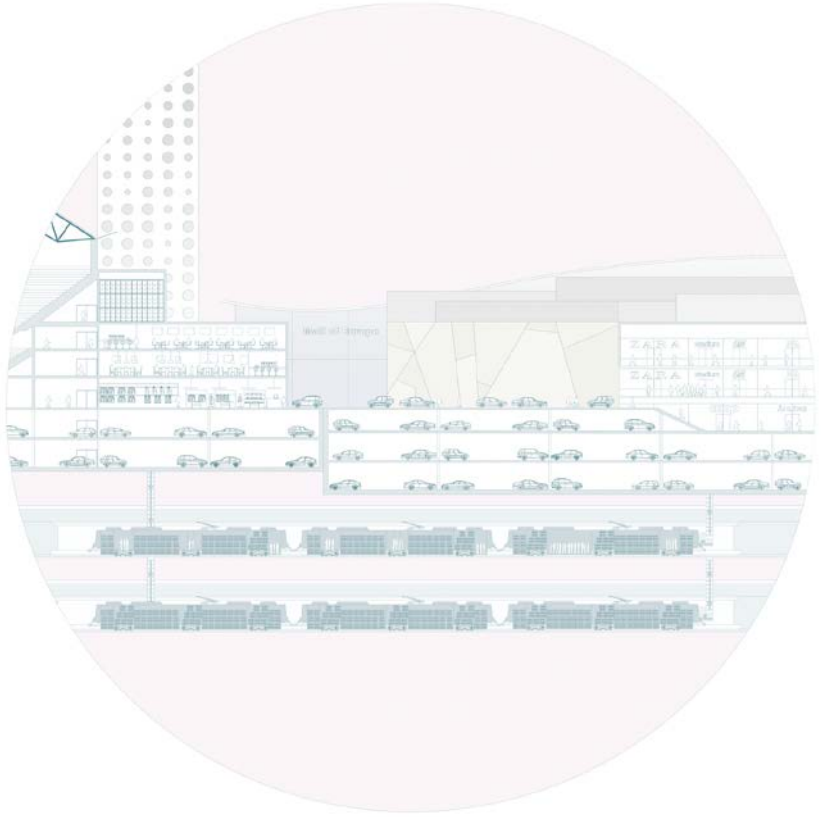
Tobacco and vaping stores rose from 38 to 340 stores. That is more than an 800% increase.

Source: The Guardian: High street crisis deepens: 1 in 12 shops closed in five years, 2019

An imaginary dystopian scenario in which e-commerce takes over and technology fosters convenience

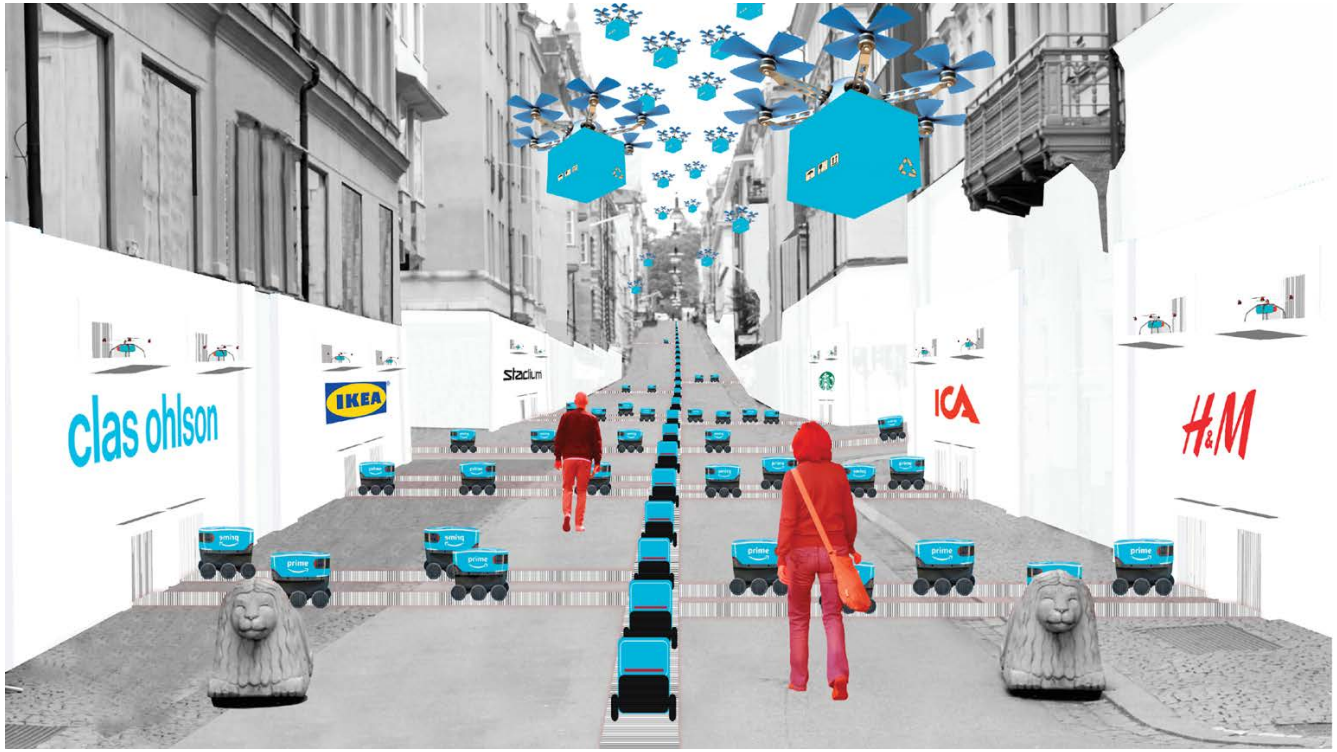


City street transformation



Shopping centre transformation

Finding the best compromise in which technological advances inevitably occur, but without the obstruction and eradication of street life



"When you invent the ship, you also invent the shipwreck; when you invent the plane, you also invent the plane crash; and when you invent electricity, you invent electrocution..Every technology carries its own negativity, which is invited at the same time as technical progress" (Virilio, 1999).