

USER'S EXPERIENSCAPE OF A LIFESTYLE CURATION BOOKSTORE

CHAN SHU HAN

A dissertation submitted in partial fulfilment of the
requirements for the award of the degree of
Master of Architecture

Faculty of Built Environment and Surveying
Department of Architecture
Universiti Teknologi Malaysia

JULY 2022

DEDICATION

This thesis is dedicated to my beloved parents, who supported me mentally, physically and financially throughout my studies for Part II. They have been giving me courage to keep going whenever I thought of giving up.

To my friends, they are always there for me. We had discussions and brainstorming together. Especially when we are feeling miserable, we always keep each other accompanied.

ACKNOWLEDGEMENT

Foremost, I would like to express my sincere gratitude to my supervisor Ts. Dr. Leng Pau Chung for continuous support and guidance throughout my study and research. He helped me in all the time of research and writing of this dissertation. Beside my supervisor, I would like to thank my co-supervisor: Ar. Norshahida Azili, for her encouragement, insightful comments and hard questions.

My sincere thanks also goes to my fellow studio mates in Universiti Teknologi Malaysia, for stimulating discussions, for the sleepless nights we were working together before deadlines, and for all the fun we have had for the last 2 years. Also, I thank my friends out there who lend me a hand when I am trapped in a dilemma. Last, but not least, I would like to thank my family, for giving birth to me on the first place and supporting me spiritually throughout my life.

ABSTRACT

The new scientific and technological field has achieved a major breakthrough since the end of 20th century. The pandemic happened recent years had become the catalyst of wide spreading the application of technology in every aspect of our daily lives. During pandemic, it was proven that most of the daily activities can be carried out virtually and it will remain to the future or even evolve better. Therefore, the main idea of a physical space had become curating lifestyle and experience for the users instead of carrying out activities. It is about proposing a new way of living for the visitors. Therefore, the purpose of this paper is to address the potential and roles of a lifestyle curation bookstore in implementing reading culture. The components of a lifestyle curation bookstore and the architectural strategies applied have been studied through literature review and case study. The experiencescape framework is expanded to create a deeper connection between users and the place, providing choices that go beyond commercialism and offers them a new perspective on consumption and leisure. The analysis of the case studies and spatial configuration are discussed in the discussion and recommendation section to determine the best approach for a lifestyle curation bookstore.

ABSTRAK

Bidang sains dan teknologi baharu telah mencapai kejayaan besar sejak akhir abad ke-20. Pandemik yang berlaku beberapa tahun kebelakangan ini telah menjadi pemangkin penyebaran meluas aplikasi teknologi dalam setiap aspek kehidupan seharian kita. Semasa pandemik, terbukti bahawa kebanyakan aktiviti harian boleh dijalankan secara maya dan ia akan kekal pada masa hadapan atau berkembang dengan lebih baik. Oleh itu, idea utama ruang fizikal telah menjadi penyusunan gaya hidup dan pengalaman bagi pengguna dan bukannya menjalankan aktiviti. Ia adalah mengenai mencadangkan cara hidup baru untuk pelawat. Sehubungan itu, tujuan kertas kerja ini adalah untuk menangani potensi dan peranan kedai buku kurasi gaya hidup dalam melaksanakan budaya membaca. Komponen kedai buku kurasi gaya hidup dan strategi seni bina yang diterapkan telah dikaji melalui kajian literatur dan kajian kes. Rangka kerja *experiencescape* diperluas untuk mewujudkan hubungan yang lebih mendalam antara pengguna dan tempat, menyediakan pilihan yang melangkaui komersialisme dan menawarkan mereka perspektif baharu tentang penggunaan dan masa lapang. Analisis kajian kes dan konfigurasi spatial dibincangkan dalam bahagian perbincangan dan cadangan untuk menentukan pendekatan terbaik untuk kedai buku kurasi gaya hidup.

TABLE OF CONTENTS

	TITLE	PAGE
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENTS	viii
	LIST OF TABLES	x
	LIST OF FIGURES	xi
CHAPTER 1	INTRODUCTION	1
1.1	Bookstore As A Cultural Space	1
1.2	Lifestyle Curation Bookstore	2
1.3	Existing Bookstores in Malaysia	2
1.4	Problem Statement	4
1.5	Research Aim	4
1.6	Research Questions	5
1.7	Research Objectives	5
1.8	Research Methodology	6
1.9	Significance of Research	7
1.10	Thesis Framework	7
CHAPTER 2	LITERATURE REVIEW	9
2.1	Introduction	9
2.2	Future Operation Mode	10
2.3	3 rd Place Concept	15
2.4	The Principle of Store Arrangement	19
2.5	Spatial Exploration through Space Syntax	23
2.6	Chapter Summary	25

CHAPTER 3	RESEARCH METHODOLOGY	27
3.1	Introduction	27
3.2	Questionnaire	27
3.3	Literature Review	28
3.4	Case Study	29
3.5	Space Syntax Analysis	29
3.6	Chapter Summary	30
CHAPTER 4	CASE STUDY	31
4.1	Introduction	31
4.2	Eslite Bookstore, Taiwan (Experiencescape)	31
4.3	Open House, Bangkok (Zoning)	48
4.4	Co-Labs (Program)	52
4.5	Second Home, L.A. (Zoning)	56
4.6	Chapter Summary	59
CHAPTER 5	FINDINGS & DISCUSSIONS	60
5.1	Introduction	60
5.2	Procedures of Data Analysis	60
5.3	Case Study Analysis	61
5.4	Visibility Graph Analysis	65
5.5	Proposed Experiencescape Framework	73
5.6	Chapter Summary	75
CHAPTER 6	CONCLUSION	76
6.1	Introduction	76
6.2	Review of Objectives	77
6.3	Limitations	78
6.4	Future Research Recommendations	78
6.5	Contribution of Studies	79
6.6	Conclusion	79
REFERENCES		80

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 5.1	Analyze Concept of 3 rd Place in each case (Author, 2022)	64
Table 5.2	Analyze Design Approaches in each case (Author, 2022)	66
Table 5.3	Analyze Program in each case (Author, 2022)	67
Table 5.4	Level of integration value (Samsury, 2022)	70
Table 5.5	1F Plan Visibility (Author, 2022)	73
Table 5.6	2F Plan Analysis Visibility (Author, 2022)	74
Table 5.7	3F Plan Analysis Visibility (Author, 2022)	76
Table 5.8	Proposed Experiencescape Framework (Author, 2021)	77

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
Figure 1.1	Existing Bookstore (Google map, 2022)	2
Figure 1.2	Existing UTM Press (Google map, 2022)	3
Figure 1.3	Asia Reading Rate (Hoffelder, 2020)	4
Figure 1.4	Research Framework (Author, 2022)	6
Figure 1.5	Thesis Framework (Author, 2022)	8
Figure 2.1	Future Bookstore (Morales & Consultant, 2019)	10
Figure 2.2	Working Mode Evolution (Gartner, 2021)	11
Figure 2.3	Office and Human Centric Design (Gartner, 2021)	12
Figure 2.4	Different Working Mode (Gartner, 2021)	12
Figure 2.5	Future of Working Mode Qualities (Gartner, 2021)	13
Figure 2.6	Companies Start to Apply Virtual Working Mode (Author, 2021)	14
Figure 2.7	The 3 rd Place concept (Author, 2021)	15
Figure 2.8	Controlled Layout (Eby, 2021)	20
Figure 2.9	Grid Layout (Darren Gilbert, 2017)	21
Figure 2.10	Boutique Layout (Eby, 2021)	22
Figure 2.11	Free-flow Layout (Darren Gilbert, 2017)	23
Figure 3.1	Reading Habits Survey Result (Author, 2021)	27
Figure 4.1	Eslite Bookstore (Eslite, 2019)	31
Figure 4.2	Eslite Bookstore Experiencescape (Author, 2021)	33
Figure 4.3	Eslite Bookstore Programme (Author, 2021)	35
Figure 4.4	Eslite Bookstore Target Consumers (Author, 2021)	43
Figure 4.5	Zoning and Features in Open House, Bangkok (Author, 2021)	48
Figure 4.6	Open House Zoning (Author, 2021)	50
Figure 4.7	Co-Labs Programme (Author, 2021)	52

Figure 4.8	Premium Office Suite (Paramount Coworking Sdn Bhd, 2022)	53
Figure 4.9	Fixed Desk (Paramount Coworking Sdn Bhd, 2022)	53
Figure 4.10	Flexi Desk (Paramount Coworking Sdn Bhd, 2022)	54
Figure 4.11	Free Seating (Paramount Coworking Sdn Bhd, 2022)	54
Figure 4.12	Virtual Office (Paramount Coworking Sdn Bhd, 2022)	55
Figure 4.13	Hybrid Workspace (Paramount Coworking Sdn Bhd, 2022)	55
Figure 4.14	Second Home, L.A. (Lindsay, 2019)	56
Figure 4.15	Second Home Zoning and Features (Author, 2021)	57
Figure 5.1	Controlled layout analysis (Author, 2022)	70
Figure 5.2	Boutique layout analysis (Author, 2022)	71
Figure 5.3	Free-flow layout analysis (Author, 2022)	71
Figure 5.4	Grid layout analysis (Author, 2022)	72
Figure 5.5	1F Plan Analysis (Author, 2022)	73
Figure 5.6	2F Plan Analysis (Author, 2022)	74
Figure 5.7	3F Plan Analysis (Author, 2022)	75

CHAPTER 1

INTRODUCTION

1.1 Bookstore As A Public Cultural Space

The bookshop, as a public cultural place, plays an essential part in urban culture and leisure, and it is a symbol of urban culture and life's taste (Zhou, 2012). In this age of postmodern consumerism, these independent bookshops are frequently "more than bookstores," and their functional variety responds to people's multilayered wants for leisure activities and cultural items (Sun & Wang, 2016). Space is no longer a "empty" zone, but has evolved into a social being (Li, 1987). As "space is filled up with social interactions," space is of a social nature (Bao, 2003). Space is both a source of and a byproduct of social connections (Ling et al. 2015).

According to Harvey (1989), the notion of space must also be achieved via social behavior. People's first concept of space came from sensory perceptions of its position, because objects must be linked to space in order to exist (Zhang, 2007). Space studies have recognized that space is a totality of people-space interactions (Gerhard, 2016), where people are the topic of space activities, where humans are the topics of space activities, while space is the product of, and determines people's behavior (Zhang, 2005). People in a space build an overall image of the space based on their observations and experiences in the space, producing mental or spiritual meanings in the process. The social meaning of a location is heavily influenced by the emotions of its users (Bao, 2006). An anthropological viewpoint has inherent benefits in comprehending the bookstore on a microscopic level, particularly for urban new-type public spaces and the spatial behavior of its consumer population (Tian et al. 2015).

1.2 Lifestyle Curation Bookstore

Lifestyle curation bookstore are a new type of bookshop that sells items other than books that are relevant to a person's lifestyle. With the retail merchandise and in-store restaurants, it attracts customers who are not particularly interested in book. A lifestyle curation bookstore defied a the stereotype of a bookstore as a place where we only buy books. It contributed to a higher reading populace by providing comfortable environment for individuals to read. Following the footsteps of Tsutaya Books, the Kyobo Book Center, the country's largest bookstore franchise, started the trend (Retail News Asia, 2022). According to Retail News Asia (2022), this type of bookstore defied the stereotype of a bookshop as a location where people go to buy books. It aided in the growth of the reading populace by providing comfy chairs for individuals to read in.

1.3 Existing Bookstores in Malaysia

1.3.1 Public Bookstore



Figure 1.1 Existing Bookstore (Google map, 2022)

Figure 1.1 shows the current situation of the bookstores in Malaysia. Most of them are traditional style bookstore which only provide single usage. Traditional style bookstore only sells books and stationery where they do not provide secondary services and space for reading. The existing bookstore are lacking of natural daylighting in the interior. In order to fully utilized the space, the bookshelves are arranged in grid presenting a dull interior to the users.

1.3.2 Campus Bookstore



Figure 1.2 Existing UTM Press (Google map, 2022)

UTM Press is one of the facilities owned by UTM located in the commercial zone of UTM campus. The role of it is selling and showcase higher education materials and publishing magazines “Nexus” focusing on research and innovation matters. The objective of UTM Press is to make academic books published by Penerbit UTM to become reference materials among local universities, supply published books to local universities, libraries, training institutes and polytechnic. UTM Press aims to promote the UTM Book Gallery and expand its market, hold exhibition, sale and promote Penerbit UTM Publication in local and private universities. Besides UTM staff and students, students from other universities and local community are also among the target users. Users commented that the location of UTM Press is isolated from the central of campus where outsiders seldom go. Furthermore, it only focus on selling higher education material.

1.4 Problem Statement



Figure 1.3 Asia Reading Rate (Hoffelder, 2020)

Malaysia has high adult literacy but only few of them keep reading as a habit. A study show that Malaysia has least average books read per year among Asia countries. Malaysia only read 2 books a year averagely. It is the least comparing to Asia countries like Japan, South Korea and China which have the average of 11, 9 and 8 books respectively per year. The bookstore environment should have been improved to encourage reading.

1.5 Research Aim

This research aims to address the potential and roles of a lifestyle curation bookstore in implementing reading culture among Malaysians.

1.6 Research Questions

To analyze and reflect, the following three questions must be addressed:

- (a) How does a lifestyle curation bookstore encourage reading?
- (b) What are the architectural strategies that enhance user's experience?
- (c) What kind of layout that can lead users to explore further?

1.7 Research Objectives

Three objectives will be addressed by the research:

- (a) To study the components of a lifestyle curation bookstore.
- (b) To investigate the architectural strategies applied on lifestyle curation bookstore.
- (c) To identify the spatial arrangements of the lifestyle curation bookstore.

1.8 Research Methodology

Qualitative and quantitative method are used in different stages of the research. Under quantitative method, a survey is done to understand the reading habits of Malaysians and their opinion about the existing bookstore. Literature review, case study and space syntax analysis are used for qualitative research. Current literature reviews, journal articles, books or reading material, and internet-based publications are used to gather primary data regarding the future mode of bookstores, future working style, types of retail layout and the concept of a lifestyle curation bookstore. After that, several case studies are analyzed based on the data collected from literature review. Comparison was done among case studies in the perspective of 3rd place concept, architectural design approaches and programs. These will help to find out the similarities and differences among them, extracting the most relevant idea to be applied in the proposal. Space syntax is used to study the connectivity and visibility of different spatial layout and identify the most relevant layout for the proposed lifestyle curation bookstore.

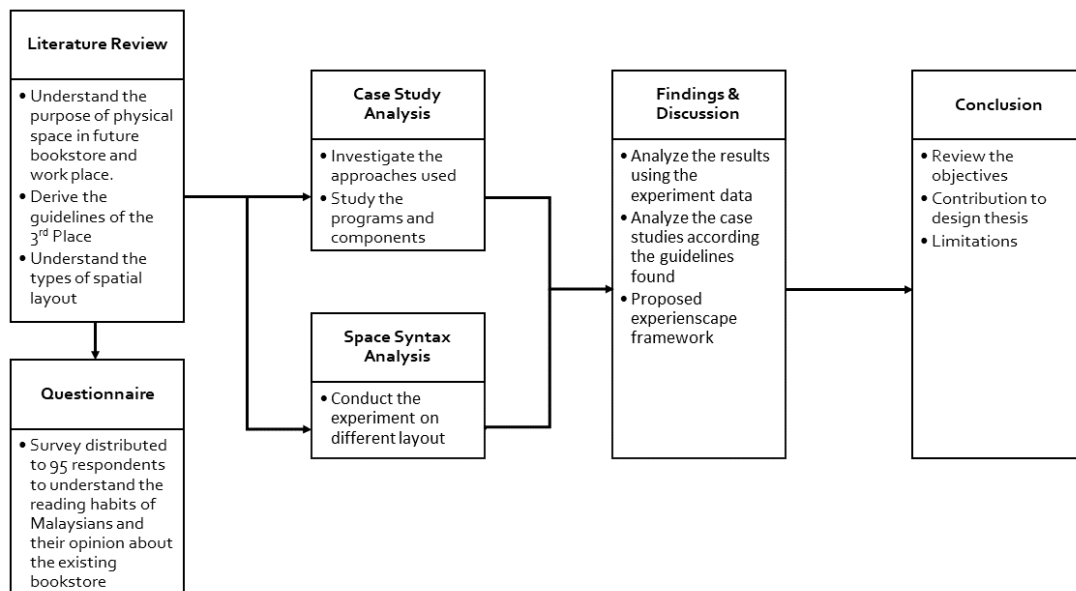


Figure 1.4 Research Framework (Author, 2022)

1.9 Significance of research

This thesis will be able to serve as a references for designers, as it will develop an experience framework for a lifestyle curation bookstore that will enrich the user's journey while also encouraging reading habits. The outcomes of the study help visitors have a better knowledge of the spatial design, encouraging them to explore deeper. The study extends the concept of the third place through architectural techniques and programmes, combining senses to detect space and capture the mood of consumers in a lifestyle curation bookstore. The best appropriate layout is simulated using visibility graph analysis.

1.10 Thesis Framework

This chapter discussed about the background of lifestyle curation bookstore, existing bookstore and reading habits among Malaysians. The research aim and objectives proposes extensive understanding on the experienscape framework of a lifestyle curation bookstore through literature review and case study. The following is a timeline for the progress of this thesis: the next chapter will discuss about the outcomes of bookstore operation mode in the future, concept, spatial layout, architectural approaches and spatial exploration through space syntax. Research methodology including survey, literature review, case study and space syntax analysis will be discussed in Chapter 3. The selected case studies are described in full in Chapter 4, covering their setting, philosophy, and programs. After that, the findings will be analyzed and explored in Chapter 5. Finally, after extensive research in the following chapter, the analytic data are transformed into a final conclusion.

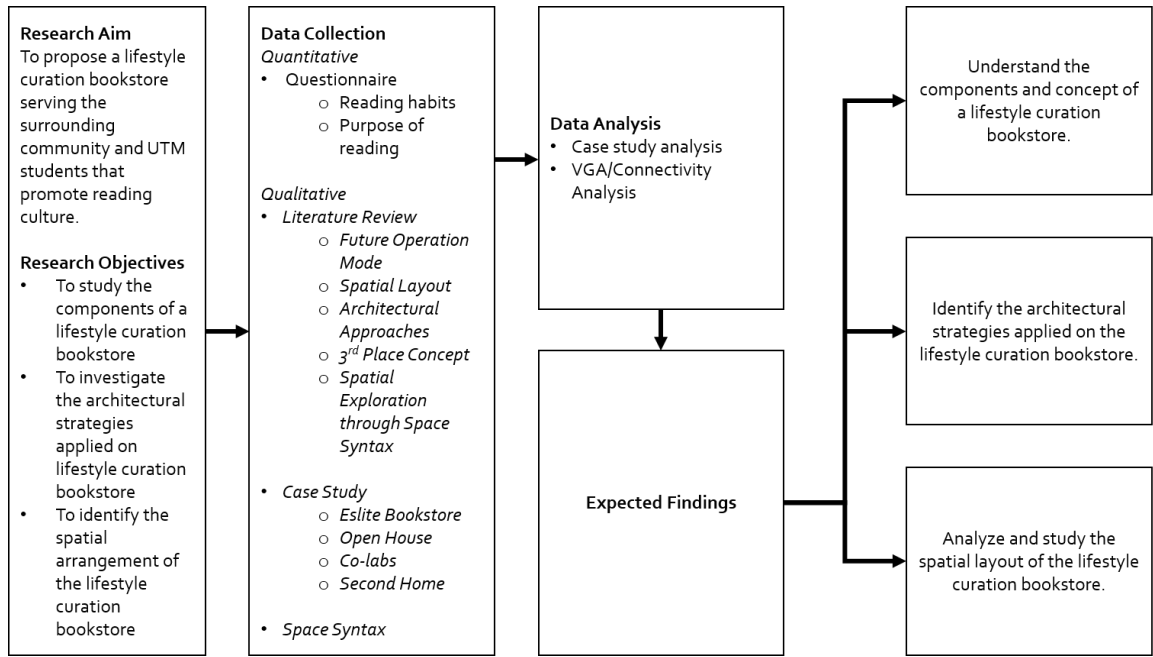


Figure 1.5 Thesis framework (Author, 2022)

REFERENCES

- Amelar, S. (2019). *Second Home L.A. by SelgasCano*.
- Baan, I. (2019). *Second Home Hollywood Office*.
- Brand Bureau. (2020). *The Future of Third Places*.
- Brown, F. E. (1997). Space is the machine. In *Design Studies* (Vol. 18, Issue 3).
[https://doi.org/10.1016/s0142-694x\(97\)89854-7](https://doi.org/10.1016/s0142-694x(97)89854-7)
- BÜYÜKŞAHİN SIRAMKAYA, S. (2018). the Effect of Spatial Configuration on Social Interaction: Assessment of Social Interactional Spaces Spatial Qualities in a Faculty Building. *International Journal of Social Humanities Sciences Research (JSHSR)*, 5(25), 2004–2019. <https://doi.org/10.26450/jshsr.584>
- Corporation, E. (2019). *Eslite Corp*.
- Darren Gilbert. (2017). *Which Store Layout Suits Your Business*.
- Dr. Vladimir, V. F. (1967). Principles of Retailing. *Gastronomía Ecuatoriana y Turismo Local.*, 1(69), 5–24.
- Eby, K. (2021). *The Essential Guide to Retail Store Layouts that Shape the Customer Experience*.
- Eduardo Simoes. (n.d.). *Second Home Hollywood is LA 's densest urban forest*.
- Fathy Alagamy, S., Al-Hagla, K., Anany, Y., & Raslan, R. (2019). An Integrated Approach for Analyzing Connectivity in Atria. *Alexandria Engineering Journal*, 58(1), 315–324. <https://doi.org/10.1016/j.aej.2018.12.005>
- Gartner. (2021). Future of Work. *Gartner, Inc., August*, 19.
<https://www.gartner.com/en/insights/seven-myths-about-hybrid-future-of-work>
- Gibson, E. (2019). *Second Home Hollywood by SelgasCano adds 6,500 plants to former car park*. <https://www.dezeen.com/2019/11/05/second-home-hollywood-selgascano-los-angeles/>
- Hoffelder, N. (2020). Infographic: World Reading Habits in 2020. *The Digital Reader*. <https://the-digital-reader.com/2020/11/10/infographic-world-reading-habits-in-2020/>
- John Peponis. (1967). Evaluation and Formulation in Design-The implications of morphological theories of function. *Gastronomía Ecuatoriana y Turismo Local.*, 1(69), 5–24.

- Kearney. (n.d.). *The Concept of Curation : A New Way of Using Urban Space*.
- Lawler, E. (2019). *Second Home Hollywood Offers A Genuine Approach to Coworking*.
- Lazaridou, A. (2013). Visibility and permeability relations in three-dimensional cultural environments: The Ashmolean Museum as a case study. *2013 International Space Syntax Symposium, September*.
- Lindsay, C. (2019). *SelgasCano 's Second Home Hollywood revealed in Dezeen video*. <https://www.dezeen.com/2019/12/03/second-home-hollywood-selgascano-video/>
- Lu, Y., & Seo, H. B. (2015). Developing visibility analysis for a retail store: A pilot study in a bookstore. *Environment and Planning B: Planning and Design*, 42(1), 95–109. <https://doi.org/10.1068/b130016p>
- Luis, F., & Moncayo, G. (2021). 3rd Place. *TRANSFORMING EVERYDAY PUBLIC PLACES INTO THRIVING THIRD PLACES*, 188.
- Maertens, C. (2020). *What will offices look like in the post-pandemic future ? This Hollywood space offers a preview*.
- Morales, M., & Consultant, S. C. (2019). *Future of Bookstore. January*.
- Morris, A. (2017). *Klein tower Klein Dytham creates book-lined leisure space inside AL_A 's Central Embassy tower in Bangkok in Bangkok*. Dezeen. <https://www.dezeen.com/2017/07/13/open-house-central-embassy-bangkok-klein-dytham-interiors-bangkok-thailand/>
- Nd, N. A., Ho, N.-, Es, R. I. T., & House, O. (n.d.). “ *Open House* ” *Co-Living Space That Understands Urban Lifestyle*.
- Ott, C. (2019). *Second Home Hollywood Office / Selgascano*.
- Paramount Coworking Sdn Bhd. (2022a). *Co-Labs Co-working Intro*.
- Paramount Coworking Sdn Bhd. (2022b). *Co-Labs Co-working Package*.
- Pholdhampalit, K. (2017). *It 's Open House at the 'palace.'*
- Retail News Asia. (2022). *Lifestyle-curation bookstores are changing*.
- Samsury, A. bin. (2022). *Sensory Environments in Nasi Lemak Living Gallery & Learning Space, That Enhance Food Learning*. 77.
- Sandler, G. (2020). *L.A. Coworking Complex's "Garden Pods" are Pandemic-Resilient*.
- Sun, J. X., & Wang, X. (2016). Interpretation of Urban new-type public spaces: An anthropological case study of Fang Suo in Guangzhou. *Anthropologist*, 24(2),

581–590. <https://doi.org/10.1080/09720073.2016.11892052>

Time Out Bangkok. (2017). *Central Embassy and design firm KDa redefine the concept of retail with the city 's first " co-living space ."*

Wongwan, K. (2017). *Open House at Central Embassy / Klein Dytham architecture.* Spaceshift Studio Manufacturers.

Yu, H. (2014). *The Production and Consumption of " Experiencescapes " in Eslite Bookstores , Taiwan.*