

arcade shopping | article

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Arcade shopping was a result of industrialisation and a cause of hyper consumerism.

Invented in Paris, the shopping Arcade wanted to re-invent the shopping experience. As seen before the invention of the Arcade, the shopping norm had consumers shopping in open, noisy, dirt filled streets. After the invention of arcade, shopping experience changed drastically. It has become a place where consumers find everything they need far away from the busy streets, markets and from competition.

Firstly, arcade shopping was made to encourage people to consume. Window displays was a crucial form of advertisement. Every store will have a store window which was a feature that is often used to showcase the products of their brands. It is a feature that is always easily visible to people as they are located at the main 'corridor' which is a section that is hard to miss. Most of the time the displays were able to pique people's desire for it, and by making their products look good is a way they can get people to buy it. That's why you will realise that products aren't just place in the window but there's a way to their placement. Most window displays have a theme going on, it could be their best selling product or latest design. It'll be anything that will best relate and capture people's attention. Furthermore, products are often placed on pedestals which made them look more prestigious. It made the products look as if they were gods being placed on altar.



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Industrialisation meant that the world was converting into a more economic country than before. The world started to become more advanced in the way they do things by inventing things that could help the production rate of items. By inventing objects that could help the workers produce more goods, lesser workers were needed. However, although the number of workers needed to produce the items were reduced, factories needed more human labour to function the machines instead. The pay for operating the machines were much higher as compared to if they were to be the ones sitting there making the goods. With this, people started to earn more money.



This resulted in a higher income in families, leading to more affordable products that households could afford. This encourages the Arcades to be built as the average revenue is much higher compared to the past. Hence, this allows people to afford more items that are displayed in the Arcades. With the labour involved in making these products, prices of products could then be reduced, leading to events like Black Friday, producing Hyper consumerism in people.

Therefore, the public started to consume more than what they needed as they started to have more money and resources. This had then lead to hyper consumerism whereby people bought more than necessary.



One of the other reasons would be the fact that people all want to have the latest item that is in trend during that period. The advertisements had quite always been able to convince the buyers that they needed the items.

All in all, arcades still serves the same purpose of bringing comfort to consumers' despite its differing styles now and in the past. And since comfort is one of the top needs of humans, we could say arcades have brought shopping experience into another level.

The creation of arcades throughout the years has turned the shopping experience for consumers a more fruitful one. In the 21st century, the importance of convenience is greater than ever. In this world, anything that saves time is highly sought after as time is the utmost important. And arcades is a good example of efficiency as one no longer need to travel to different places to get different things but could easily get everything they need in one place. Short cuts, cheats and convenience-variants has become the key purpose every conceivable lifestyle product thus as designers, we are to think towards creating designs that are efficient. Not only to create something that only to create something that is helps humans in efficiency and convenience, but also sustainable.