

THE RISE & FALL — of — THE SHOPPING MALL

Recently, there has been a shift in where people are shopping. With more and more consumers turning online for their shopping needs, consumers' changing habits are affecting the traditional mall. Take a look below to see how consumers are shifting from traditional window shopping at brick and mortar stores to browsing online.



1950s

Post-World War II families began leaving the cities and moving their families to the suburbs.



1952

Victor Gruen



First mall design established by Victor Gruen, an Austrian architect, who would create the first fully enclosed shopping mall in Minnesota for Dayton's Department Stores.

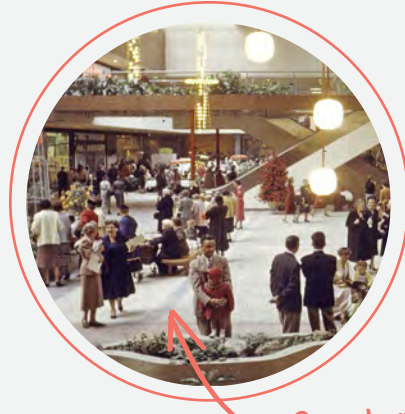
FUN FACT

Ever go to the mall for a shirt and leave with a hairdryer?

This is called the Gruen transfer! It is the moment when consumers enter a shopping mall and, surrounded by an intentionally confusing layout, lose track of their original purchase intentions.

1956

Southdale Center, known as the blueprint of the modern mall, was built in Edina, Minnesota in 1956. This concept featured inward facing stores, and quickly grew like wildfire across the globe.



Southdale Center

1960

4,500 MALLS
EXIST IN THE U.S.

1975

16,400 MALLS
EXIST IN THE U.S.

1992

Mall of America, the largest shopping center in the world at the time, is built in Bloomington, Minnesota.

FUN FACT

The Mall of America is so big it houses 4 Gaps, an amusement park, as well as a Wedding Chapel! It also has its own zip code (55425)!



Mall of America's amusement park

1995

At this time, **140 malls a year** were being built by the mid 90s.



FUN FACT

Women will buy more if they hear their heels clicking on polished hard surfaces, so designers often use hard flooring in hallways. Inside the stores themselves, there is often carpeting or softer surfaces to lure customers in and make them feel at home.

2006

Economic conditions and the beginning of the recession propagated the fall of mall.

No new malls have been built in the United States since 2006.

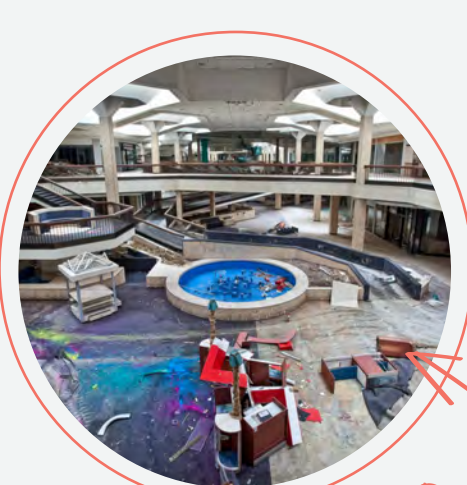
2007

Online Shopping accounts for

\$175,000,000,000

2015

Barely 1000 indoor malls will be left in the U.S. Many malls will be re-purposed or abandoned entirely.



Randall Park Mall opened in 1976. 5,000 employees worked at the mall at its height of popularity.

FUN FACT

Old malls are turning into bowling alleys, storage facilities, and 'lifestyle centers'. Catering to higher-end clients, restaurants and entertainment now draw shoppers to these developments.

2017

Online Spending is predicted to reach

\$370,000,000,000

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