

Enchanting a Disenchanted Mall: Life Style Consumption in Urban Simulation

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ABSTRACT

Consumption has been transformed into a massive phenomenon in the modern era, and it is not just about fulfilling needs; it is related to satisfying one's desires. The speed, density, and extent of these desires reached a considerable size in our current world. Consumption now is a field of experience closely related to cultural practices, artistic activities, and social identities. It is possible to follow this transformation in the structure of shopping malls. The study's starting point is George Ritzer's idea of the balance between rationalization and enchantment of new means of consumption. Increasingly rationalized shopping malls, which we claim lost the balance, can not answer consumers' expectations whose purpose is to experience their cultural practices, class, identity, and urbanity through consumption. "Lifestyle centers" -or new shopping malls-, which center life is a new form that emerged from those expectations. These lifestyle centers are not just part of urban space. They are the urban itself and the field of changing cultural practises, class distinction, and consumption of lifestyles as "re-enchantment." These lifestyles operate within simulation produce situated in urban areas, and all this enchanted world appears in a rational and practical package for its consumers. In this study, lifestyle centers are considered a new form of shopping malls to overcome rationalization. This study aims to bring this claim up for a theoretical discussion; in this way, we aim to evaluate the transforming consumption practices closely related to culture and lifestyle and its reflections on shopping malls, especially along with the thoughts of Pierre Bourdieu and Jean Baudrillard.

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