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# REINTERPRETING SOCIAL LIFESTYLE OF URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

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# MENGINTERPRETASI SEMULA GAYA HIDUP SOSIAL BUDAYA BANDAR DALAM KONTEKS KONSUMERISMA MENERUSI KARYA MEDIA CETAKAN

## ABSTRAK

Kajian ini menyelidik nilai gaya hidup sosial masyarakat bandar menerusi pusat membeli-belah melalui konsep konsumerisma yang menjelaskan nilai kepuasan, keinginan dan obsesi terhadap jenama dan komoditi. Kajian ini mengintegrasi aspirasi dan interaksi pengalaman gaya hidup seharian masyarakat moden di bandar dalam konteks materialisma dan urbanisma. Elemen utama di dalam kajian ini adalah obsesi, emosi, tingkah laku dan interaksi sosial. Pelukis utama yang terlibat dalam kajian ini adalah Andy Warhol, Guillaume Bijl, Peter Blake, Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky dan Luo Brothers. Idea terhadap aspek konsumerisma dalam karya-karya pelukis yang dirujuk mengutarakan isu persekitaran dan sosialisasi masyarakat dalam memanifestasi citarasa kepuasan, keinginan dan obsesi terhadap simbol komoditi dan seterusnya membentuk gaya hidup. Konsep Bandar dan Pusat Membeli Belah, dan konsep Materialisma dalam Kepenggunaan digunakan sebagai panduan kontektual projek penyelidikan. Kajian ini menggunakan kaedah penyelidikan praktik studio menerusi pendekatan eksperimentasi studio, refleksi kendiri, sesi kritikan dan ulasan kontektual. Sumbangan projek penyelidikan ini dalam bidang Seni Halus adalah dengan memberi koleksi simbolik visualisasi dan perhubungan isu-isu kolektif budaya baharu dalam konteks status, santai dan hubungan sosial dalam memberikan representasi makna terhadap pusat membeli belah. Kajian ini memberi impak dalam penjanaan permahaman dan persepsi baru terhadap pusat membeli belah yang dilihat sebagai inkubator yang bersifat variasi serta pelbagai, sentiasa berubah dan membentuk budaya baharu menerusi semangat dan tingkah laku, keinginan dan kepuasan serta ekspresi masyarakat. Kajian ini juga memberi suatu cadangan ke atas persepsi terhadap fungsi pusat membeli belah sebagai agen pembentukan budaya baharu yang berteraskan aspirasi dan keinginan dalam pengalaman hidup seharian.

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## ABSTRACT

This research project investigated the value of social lifestyle of urban culture within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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# CHAPTER 1

# CENTRAL ARGUMENT
# (INTRODUCTION)

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## 1.1 Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and Chee Lih, Frankie Lee (2010) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people" (p. 187). In addition they indicated that :

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> Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls. (Yusniza K. and Chee Lih, Frankie Lee, 2010, p. 187)

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003), mention that urbanization concept containing some urban lifestyle is a reflection of the pattern that are related to social, economic, behavioral, fashion culture, taste, identity and all of this is part of the aspirations of the people who live in it.

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The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998), posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships" (p. 15). It is proven through the competition among shopping malls owners in providing the best services to the customer.

The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle

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which is collected in one space and connected through several aspect of life. Terblanche, (1999, as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d):

> There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre.

The ability of shopping malls provide and cater the urban society needs and desire consious and unconsiously effected the way of urban society life in form of physical and spiritual. Hence, the strong financial capability of among urban people more a less contribute in maintaining shopping malls as place to fullfill urban people desire and obsession.




*Figure 1.1.1* Some examples of the Luxury Branded Retails Located in KLCC

The existence of shopping malls in major city shopping centres such as Suria KLCC, Pavillion, The Garden Malls and others, contribute towards the dynamic growth of luxurious (Figure 1.1.1) or exclusive goods in the broader

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consumer market. A lifestyle which includes luxury goods has become a part of both individuals and their reference groups.

The consumption of luxury goods purchases may also bring self-esteem to certain individuals, classes or groups of people. Kapferer, (1997) stated that "...luxury is the appendage of the ruling classes", (as cited in Wiedmann et al., 2007, p. 2) and in addition Holt, (1995) mention that "consumer may use luxury items to integrate the symbolic meaning into their own identity" (Vegneron and Johnson, 2004, p. 7).

Furthermore some consumption of status products could represent and embelish one's ego. Financial ability and buying power in urban society determine whether obsession results in the fulfillment of a person's desire of luxury goods which ultimately becomes a part of their ego, self-satisfaction, and personal lifestyle aspirations. According to Wiedmann et al. (2007, p. 4):

> A customer's luxury value perception and the motives for luxury brand consumption are not simply tied to a set of social aspects of displaying status, success, distinction and the human desire to impress other people, but also depend on the nature of the financial, functional and individual utilities of the certain luxury brand.

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*Figure 1.1.2* A few examples of recreational service provided by shopping malls to attract people in Berjaya Times Square Kuala Lumpur.

Shopping malls has become a centre for social interaction and casual and recreational activities (Figure 1.1.2) which will eventually become a space for information exchange among the social community. Ng, C. F. (2003), stated that "...they are not only a centre for shopping but also serve as a community centre for social and recreational activities" (as cited in Nur Hafizah Juhari, Hishamuddin M.Ali, Nurhayati Khair, 2012, p. 5). In addition, Ahmad, Z. U. (2007), believed that "...shopping centre is a place to socialize and for recreation". (as cited in Yusniza K. and Chee Lih, Frankie Lee, 2010, p. 185). Shopping malls are not only for fulfilling the internal obsession through the consumption but it rather becomes a location for establishment of cultural develpoment.

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Despite with the emergence of sophisticated malls, which could fulfill the urban needs and demand from consumers, some researches have also found that the human behaviour becomes a part of the reasons for consumers to visit shopping malls. Most consumers will attract more space which could provide them with all their needs. The more services implemented on shopping spaces, the more people will join the environment. According to Kirkup and Rafiq

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(1999, as cited in Yusniza K, and Chee Lih Frankie Lee, 2010, p. 187) stated:

> ...Key elements to attract and retain customers of shopping malls are, accessibility/location, external and internal mall design, the assortment of retailers, leisure attractions, the communication mix, the cost of access, the customer services provided, and the interaction between, centre, store and customer participants.

Shopping malls could became silent indicators of the culture development in the urban areas. Shopping malls full with infrastructure provide possibilties in transfering the image of culture to the community, locally or internationally. Moreover, all the latest and newest products or commodities spread to the society through shopping malls and consumerism activities.

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The capability of malls in fulfilling the satisfaction of urban consumers' desire is significant to mall owners to equip all their spaces in accordance with peoples' needs. Nowadays, shopping malls can be considered as platforms in constructing, changing, adapting and showing a social lifestyle among urban people through the medium of clothing, foods, goods, and many more which can be found in the malls.

Mike Featherstone (1991), stated that lifestyle is a part of "One's body, clothes, speech, leisure pastimes, eating and drinking preferences, home, car,

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choice of holidays, etc. are to be regarded as indicators of the individuality of taste and sense of style of the owner/consumer" (p. 83).

Lifestyle has definitely been shaped by the institution and social culture within it, and the main concern in transfering and submitting the culture could be collected from the consumption and consumerism activities.

In the contexts of contemporary culture, self expression and personal interest were shaped through lifestyle awareness. It has become more apparrent when the environment itself turns into a mechanism for constructing the awareness through the societies, infrastructure, which comes from the pulse of industrial production, commerce, services and many more. Zukin (1995), stated that "...cities certainly include ethnicities, lifestyles and images, if we take into account the concentration of all kinds of minority groups in urban populations, the availability and variety of consumer goods, the diffusion through the mass-media of style" (as cited in Flanagan, W. G. 2010, p. 7).

As a result, it contributes to increasing the impact on personal value and belief. The environment, undoubtedly, could change and manipulate people's thinking and behaviour.

Cities have great influence on the people living within, not only in terms of physical and mental attributes. Mumford (1938, as cited in Parker, S., 2004, p. 139), stated that:

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> ...Here in the city the goods of civilization are multiplied and manifolded: here is where human experience is transformed into viable signs, symbols, patterns of conduct, systems of order. Here is where the issues of civilization are focussed: here too, ritual passes on occasion into the active drama of a fully differentiated and self-conscious society.

Meanwhile, Flanagan W. G. (2010) wrote that "...cities influence our thinking and behaviour in profound ways whether or not we actually live within the city". He added that "...the public reacts emotionally to cities, and these colors are what they think the social consequences of urban life is" (p. 8).

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This remarks show that cities turn as an entity which responds to the flexible combination of various factors and serves as a reflection from the social community which decided the elements of lifestyle choices through consumption and consumerism. Bauman, Z. (2007), mentioned that "A characteristic feature of a consumer society is that it is based on high turnover and rapid replacement rather than durability". (as cited in Blyton, P., Blunsdon, B., Reed, K. & Dastmalcian, A., 2009, p. 7).

Urban people are keen to seek the satisfaction in living. Through the material and goods as well as with the help from shopping malls as the significant platform moulding the people's behaviours and habits. Thus, cities and shopping malls are no longer seen as space merely for developing the financial and economic aspect, but as significant symbols of lifestyle for

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members of the urban society to satisfy an emotional desire, positively related to individual value of life perception.

### 1.1.1 Shopping Malls and Consumers : Malaysian Context

The rapid development in urban infrastructure of shopping malls in Malaysia particularly has provided more space and ability to urban community in consumption activities. As mention by Aliagha, G. U., Qin, Y. G., Ali, K. N., & Abdullah, M. N. (2015) "The rapid economic growth, high urbanization rate coupled with rising income and globalisation has created a boom market for the development of quality, world-class malls in Malaysia" (p. 15). Hence, in addition the demography change in urban areas which affected the migration of people from rural areas to urban areas could be considered as a key point in attracting the developer to build more shopping malls as ways to support the demand from the community.

According to Raine & Horne International Zaki + Partners Sdn.Bhd (1995) report, in year of 1960 until 1970', the placement of the shopping center in Klang Valley only concentrated in Kuala Lumpur, due to rapid development of Kuala Lumpur as center for industry and administration compared to other location in Lembah Klang (Aiken Leigh, 1975, Bunnel et al., 2002, as cited in Hussain, M.Y. et al, 2012, p. 131). The laying pattern also influenced by the population density which is high in Kuala Lumpur.

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Based on survey conducted by Katiman (2010), the urban population of Kuala Lumpur in 1970's was the highest in Klang Valley with 876,873 people compared to other regions (Hussain, M.Y. et al, 2012, p. 131) the population in Kuala Lumpur continue to increase in years after, and according to the 2010 Population and Housing Census of Malaysia (Census, 2010) conducted by Department of Statistic, Malaysia, reported the population in Kuala Lumpur increase up to 1,627,172 people (Malaysia, B.P.D.P. Jabatan Perangkaan Malaysia). The increasing numbers of population thus, significant in contributing towards the development of new shopping malls as strategic location to cater community needs.

The history of shopping malls development in Kuala Lumpur started in year of 1963 when the Weld Supermarket was built and followed by others such as Emporium Selangor, Globe Silk Store, Yuyi Emporium and Batu Road Supermarket. Later, the second phase of shopping malls development occurred in 1973 when the Ampang Park Shopping Centre was built, and Sungei Wang Plaza in 1977 followed by Wisma Central, Sun Camplex, Pertama Complex, Wisma MPI and also Angkasaraya.

Most of the earliest shopping malls were built merely for selling common goods and became local community centres compared to today's shopping malls which are purposely designed with sophisticated elements. The previous malls did not very much stress on malls environment and entertaiment in attracting visitors to sit longer to compare today malls, which is more, entertaining, relaxing, and more enjoyment provided by the malls organizer.

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From 2000 until now, there are lot of changes in the development of shopping malls in Kuala Lumpur. Malaysia have experienced the sprouting of sprawling mega malls in the Malaysian retail scene. Berjaya Times Square with 2.1 million sq. feet of retail space opened to Malaysian shoppers in 2003. Presently the top 6 shopping malls include Berjaya Times Square, Mid-Valley Mall, KLCC, 1-Utama and Sunway Pyramid. "The malls have created a new lifestyle and a change in consumer behaviour and Malaysians have become more demanding in their shopping expectations" (Aliagha, G. U., Qin, Y. G., Ali, K. N., & Abdullah, M. N., 2015, p. 15).

The injection of new concept of malls towards the concept of customer friendly with the upgrading of the facilities and infrastucture mainly in providing the elements of entertainment and excitement which have become more relevent. It is purposely designed to attract more customers and keep them in the malls. As an example *Pavilion*, located in the center of business of Kuala Lumpur, Malaysia, featuring over 450 shops spread across seven levels, this mall covers 1.37 million sq ft. In addition *Pavilion* offers some of the world's most luxurious brands for discerning shoppers. It is also a hub of urban activity including a mix of fitness centre karaoke, cinema, bistros and more. The whole complex comprises international hotels, high-rise offices and shopping mall (Asia-Pacific report, n.d, p. 23).

The Mines Shopping Complex, Sunway Pyramid and Berjaya Times Square are some of the examples of shopping malls which offer the integration of entertainment and recreational space in the shopping malls. Furthermore,

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with government support in accordance with Malaysia's Vision 2020 to make Kuala Lumpur the centre for shopping hub.

In the context of Malaysian consumers, as mention by Yusniza K., Chee Lih, Frankie Lee (2010) earlier, that Malaysian shoppers are movivated to visit mall in reason they fascinate about the ambience, interior of the malls, ease access and also the promotional conducted by the malls organizer. In addition, as stated by Paynter, J., & Lim, J. (2001, p. 8) mention:

> The majority of buyers like to do brick-and mortar shopping, for Malaysian people. One of the shopping malls located in Kuala Lumpur, Suria Mall has 450,000 visitors per week. To visit a shopping mall has become a kind of Malaysian "weekend activity"; it is a method for some Malaysians to release pressure or spend time with family and friends. They may not necessarily go there to buy anything; it could be for various services that are available in shopping complexes like salons, movies, and bowling alleys.

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There are another severals research conducted, according to Association for Shopping and Highrise Management found that "one in five Malaysians have spent the weekends in shopping malls" (Price Waterhouse Coopers, 2005/2006 as cited in Wong, Y. T., & Osman, S. 2013, p. 505) and the majority of Malaysian students, especially in urban areas, go shopping at least once every two weeks as the main recreational activity. In fact, this group of people

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spends more time on shopping compared to Westerners (Hassan, H., Rahman, M. S., & Sade, A. B. 2014, p. 62).

Since Malaysia turn as developing and starts to become high income country the issues of globalization effected the markets segments towards brands. Malaysian consumers undeniably exposed to more extensive and varied range of production brands of commodities, or services particularly from western. As state by, Price Waterhouse Coopers, (2004; 2005) mention that "The Malaysian lifestyle has become Westernized, sophisticated and cosmopolitan" (as cited in Hassan, H., et al. 2014, p. 62). In addition, according to the Hassan, H, et. al (2014), this is due to "Rising affluence, education level and mass media have made Malaysian consumers more affluent, sophisticated and cosmopolitan" (p. 62).

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According to another research conducted by Grey Group-Eye on Asia in 2009, throught Asian country found that when they asked about brands, whether foreign products are better than local products ,"half of the people or as many as 57 percent of the Malaysian consumers agreed with the statement – foreign product are better than local products" (Studies Shopping Habits/Kajian Tabiat Membeli-Belah, 2009). Furthermore, this is due to the role of locals shopping centers are open to foreign goods products to be promoted on a large scale especially products from outside. Beside, on the other hand, global brands have been perceived to be of higher quality in developed and developing countries (Batra et al., 2000; Bhardwaj, Kumar, & Kim, 2010 as cited in Ho, J. S. Y., Ong, D. L. T., Wang, P. I., Tay, G. T. P., & New, C. P. 2012, p. 1). Thus,

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its shown, that Malaysian consumers not solely consume only local product but also influences by other side of country. As the progresive emerging of contemporary and more sophisticated yet cosmopolitan shopping malls around Kuala Lumpur, the potential of urban society perception towards global market and choices become more rich and unexpecteble. More option and potential in desicion making for products and goods.

In conclusion, the development of urban environments, very much rely on various fact. The economic factors particularly, has open up huge opportunities and potential of various parties to join together in promoting their economic influences. And yet, cities with shopping malls has became a battlefield for many things highlighted in it, economic, value, cultural, behavioral, and many others eventually end up as mirrors and representation the value of social culture within it. Shopping malls undeniably performs as cultural and economic platforms which contribute in maximizing the value of lifestyle among urban societies. It is a platform for cultural unity of the aspect either from the external and internal elements. Shopping malls influence in determining the taste of the population to some extent affect people's lifestyle around it. Malaysia was not spared from it and it’s develop time to time. The lifestyle values in the vicinity of the shopping center can indirectly discovered and identified in the understanding of the people who live around it.

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## 1.2 Issues Statement

The value of materialism and the consumerism of urban lifestyle affect the social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exist in the form of objects, commodities, or they can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls day by day continue to grow and the urban people absorb it as part of their lifestyle. Shopping malls becomes the place for maintaining urban people's desires. Space, environment, retails shops, ambiance, sales promotion, and others attribute influences in developing urban social lifestyle.

The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist, either in cultural and social science experts, who see this phenomenon as a study to obtain information about behavior, cultural or lifestyle aspects and it becomes a study to seek information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia, especially like greater Kuala Lumpur are characterized by massive development of malls and contains the possibilities of cultural images.

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Visual artist also do not escape from the issues and concern about their surrounding environment, the issues of consumerism in the eye of an artist can be traced in the form of artworks done by either from national or international artists. There are also a number of other artists who have chosen the objects related to the practice of consumerism. However, the themes and the issues chosen by some artists above are centered only on the aspects of objects of consumerism, store, or supermarket. Their critic through the production of artwork installation is quite general and very much on ordinary consumerism aspect without scrutinizing closely the elements of shopping malls characters.

Compared to this research project, whereby the study looks at the theme of shopping centres or shopping malls more closely in character such as identifying the value of culture status produce through shopping malls, and also shopping malls as space in moulding the casual and leisure value among society and also identifying the social relationship throughout the provided shopping malls environment and facilities. The study found that there are deeper aspects contained in shopping malls in a more specific and lift in the form of two dimensional or installation artwork which are associated with certain and very specific themes in a way to identify the shopping malls value identities. Since most of the artists involved are either local or international, in an overview towards the issues of shopping malls, it became significant to this research project to scrutinize the issues of shopping malls more closely.

The research project contributed in correlating how the shopping malls could become as continuous change incubators in producing and shaping current

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urban trend, enthusiastic and cultural behavior of desire, satisfaction and expression. In conclusion of this assessment is to further explore the culture through the construction of shopping malls through visual art that became representations to the urban cultural life style.

## 1.3 Research Objective

1. To identify the characteristics of shopping malls in promoting a new cultural lifestyle of urban society.

2. To explore the visual atmospherics of shopping malls in creating aesthetic and instrumental values.

3. To assess the physical aspects and social cues of shopping malls which influences the perception towards luxury culture.

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4. To explore the spatial densities of advertising in promoting aesthetic expression of emotional values.

## 1.4 Research Questions

1. How do the shopping malls promote a new cultural lifestyle of urban society?

2. How do the visual atmospherics of shopping malls create the aesthetic and instrumental values?

3. How do the physical aspects and social cues of shopping malls influence the perception towards luxury culture?

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4. How do the spatial densities of advertising promote the aesthetic expression of emotional value?

## 1.5 Project Outline

This research project is created and constructed through a series of artworks that, interpreted and intergrated the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be viewed in multiple and varied form of subjects. The artworks produced reflected the obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research project became a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

Through the print media application, this research focused on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process through visual and textual elements based on fieldworks observation using photography documentation and documents

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instrument such magazine, papers cutting, advertising pamplets and related printed medium are collected, integrated and reconstructed to form the artworks. By translating various images and text using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvas, transparent acrylic sheet, stickers, used of light boxes, and others related materials. The main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle could form a suggestion of new perception towards urban culture lifestyle.

## 1.6 Scope of The Study

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### 1.6.1 The Issues

This research project is based on the concept of materialism and consumerism seen in the general or global impact on the consumption of Malaysians without any distinction of race, religion and culture through the shopping malls condition. In addition, the issues raised are not viewed from the standpoint of the factors that led to the purchase of goods based on a particular trend or phenomena but rather see the mall as a place to stimulate consumer appetite for shopping, socializing and even enjoying the environment provided in shopping malls. The study also did not involve any aspects or elements of consumer phenomena that lead to racial or religious factors, but a more general nature that is how the new current urban enthusiastic on mall consumers enjoy the shopping, leisure, and casual activities environment which can be found in one space such as shopping malls.

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With emphasis on the environment of shopping centers, this study is to unravel the cultural values that can be seen and identified through the system of consumer consumption in general. The impact of globalization of consumerism aspects contained in the main urban shopping centers environments such as Kuala Lumpur which is more focused on promoting global cultural values. These factors, to some extent affect the construction of lifestyles of the people residing in the vicinity.

### 1.6.2 Printmaking Context

This study is focused on the construction of selected issues in producing artworks. The selections of print-media as an approach in translating topic selected essentially act as a support and help to clarify the issues that have been raised. The visual construction through print–media discipline used in this research is not seen as major issues; however, it is used as an approach to represent the selected issues in the form of artwork production. The use of print-media approach indirectly gives some contribution in the development of alternative printmaking in Malaysia. In addition, the issues in printmaking is not to justify the Malaysian printmaking ‘per se’ but through the application of print-media in this research project indirectly contribute to establish the new concept and perception in projecting the alternative printmaking in Malaysian art scene as a whole and generally contribute in the context of international printmaking.

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## 1.7 Research Significant

The project based its significance on the production of visual investigation of how shopping malls turn location into a form of a new cultural lifestyle among urban communities. Through the diversity of media and materials application, the interpretation of new culture is created and constructed. This study specifically looked at the relationship established by the urban shopping malls in shaping a social culture in aspect of luxury, casual and social interaction space among the visitors. This study basically has a common topic, as previously produced by the other artists who produce almost the same theme, which is on consumerism culture. In addition, previous artist solely focus much of their work in aspect of sales, buying, purchasing, physical product and promotion which viewed in general aspect. But this is very different from this research project, which focused more on the issue of consumerism based on the formation of shopping malls in greater detail where the shopping malls is seen as an incubator to affect or impact the lives of the urban societies.

The use of advertising material by artists previously only focused on processing of images and text taken from advertisement to present the elements of consumerism. However, through this research investigation, the process of manipulation, integration of media and processes generated by projects undertaken focused more on dismantling the aspects of consumerism. As the main topics that have been identified as understated luxury that is triggered by a shopping center, a casual concept serving the environment a shopping center and also including the aspects of interaction that exist due to the facilities available in

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the mall that motivate consumers to a more constructive social interaction. Through the construction processed of multiple layers of images and texts that is produced using methods employed and extract from advertising it is seen to match the theme and concept of the research projects. Furthermore, from the technical aspects, the industrial based medium, space arrangement, the illusion effect, colors, images, texts, use of light and variations in size have an impact on the psychology of consumers. The use of the technical aspects clarify that the image of the shopping malls environment is a site that gives a sort of formation that takes users to meet their fantasy and their emotions. Through this project, it opens space for a new dimension of idea to be presented in different ways and so give a wider range of the interpretation of the lifestyle of the new urban culture.

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This study has opened up a possibilities on how alternative printmaking methods in the context of materials use for creating effects according to the theme under discussion. The use of technologies such as computer generated images manipulation in creating and manipulating images indirectly open to new approach and broaden the discipline of printmaking in producing effects on the image. Furthermore, with the use of the industrial medium in the making of artwork, has opened up the possibilities for traditional or conventional print beyond the limits of the existing ones. The productions of artwork with the current technology, as well as application of modern technology, have an impact on the perception of printmaking itself in principle to move to the development and passage of time. It is not only in terms of image production on a 2-dimensional surface, but also a variety of technical exploration in the form of presentation and styles with diverse installation. Through this study, indirectly, contribute to other

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artists to do more exploration in the wider context of alternative printmaking. Eventually this study will be able to contribute to the field of printmaking itself and the discipline of fine art as a whole.

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## 1.8 Conceptual Framework

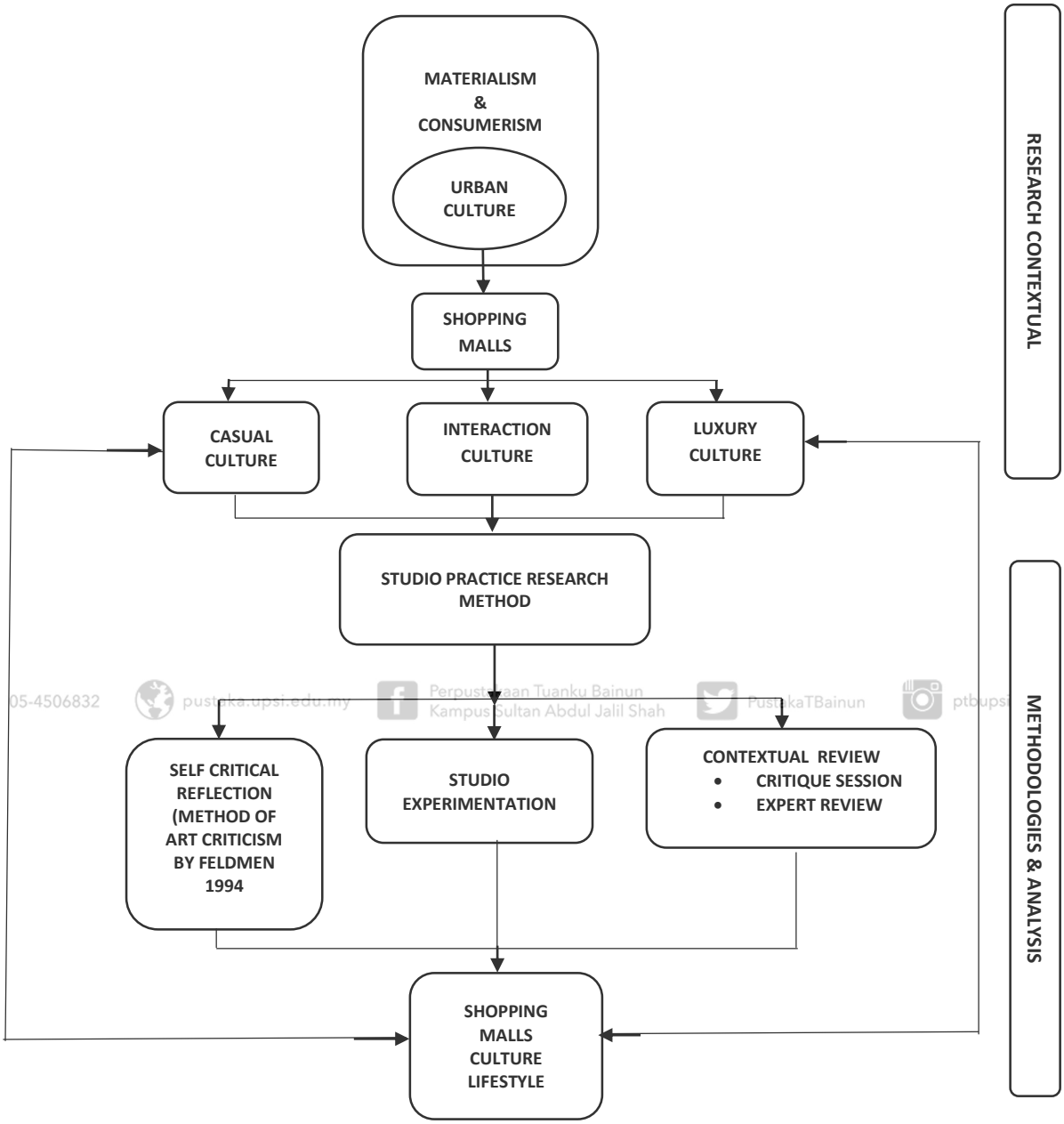



*Figure 1.8.1* Conceptual Framework for Shopping Malls Culture Lifestyle through Studio Practice Method.

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The conceptual framework (Figure 1.8.1) is developed based on two main aspects involving research contextual and methodology and analysis. The research contextual aspects refer to the formation of the main elements that form the basis construction consisted in urban culture namely, materialism and consumerism which is supported by shopping malls phenomenon. Therefore, three major cultures influences can be identified, such as the casual culture, culture interaction and luxurious culture.

While in terms of methodology and analysis refers to a form of the process which is built on the aspects contained in the studio art practice research. Through this studio practice, the research will be discussed and analyzed based on three key aspects or elements. Firstly, critical self-reflection, by using the approach of Feldman's Model of Art Criticism (1994). While the second aspect will describe the context of this study through conducting a series of studio experimentation based the issues brought up. The third aspect involves regular and continuous critic sessions in a way to hear critical responses and the views on artwork production and also will involves the expert reviews that are taken from professional visual practitioners, curators and academician in order to get feedback related to the work produce. Finally the combination of these three major aspects and in turn will lead to the construction and suggestion towards a lifestyle culture built throughout shopping malls phenomenon.

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## 1.9 Previous Work (Subject and Idea)

### Phase 1 (1995-1999)

Through my observation during the previous years that I have spent in the production of visual arts, there are two main phases which are different when compared with each other but practices similar artwork production. During the period of 4 years of producing artwork between the years of 1995-1999, the artwork being produced were made with the themes related to social critics which focuses on the aspects of family, life journey, and aspects which are related to personal experience, and also current critics which sees at the family relationship or its relationship with the outer society and also in a broader context.

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Throughout observation towards social critics and especially with the theme based on society is embedded deeply within me myself due to the fact that I am definitely exposed with sources in form of news paper, magazine and many more that I read on a daily basis. The state of me myself as well as my surroundings, of which I can see through the aspects of economics, family relations, and also the livelihood of the society becomes the main inspiration in producing more artwork based on the previous ones which has been produced.

There are various mediums in generating idea to interpret the questions relating to the social critics happening today. Through the period of reacting the artwork, the materials as well as the medium was never limited to certain

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materials or medium. This is done to ensure that it functions according to the suitable condition and theme which is selected.

The use of mixed material is the medium which is used most throughout the period of producing the artwork. This is due to the fact that the mixed material has a broader capacity and it is also more dynamic in nature. It enables the artwork to be composed and manipulated freely.

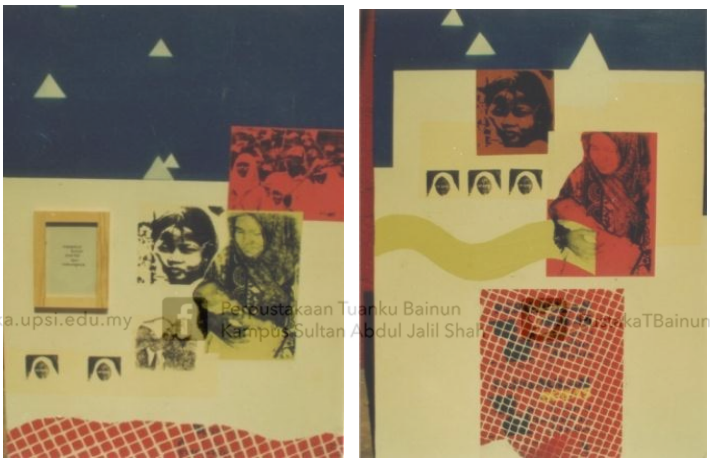


*Figure 1.9.1* Mohd. Khizal Saat, *Love Composition 1 & 2*, (1999). Artist Collection.

As an example, the creation of *Love Composition 1 & 2*, 1999 (Figure 1.9.1) is an example of an artwork which is composed based on family relations theme by taking the aspect of a parent's role in creating a harmonic family and later projects the value to the society. The artwork was produced using the silk screen print on plywood method. The use of an image taken from a family magazine becomes a point of reference to shape the whole composition of the artwork. This artwork applies the method of

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using space freely without any limitation which in other words how a family needs to create a harmonic space.

The role of a mother plays a main factor in educating the children and this was expressed using the image of a mother and a child at the front part of the artwork. At the same time, there is also a negative depiction on the artwork which is covered by a layer of netting as a metaphor which implies something that is preventing the whole process of creating a harmonic family which dominates the main background.



*Figure 1.9.2* Mohd. Khizal Saat, *Love composition #12*, (1999). Artist Collection.

On the other hand, *Love Composition #12*, 1999 (Figure 1.9.2) is the continuation of the earlier artwork which relates to family issues. This artwork uses the method of mixed materials to portray the texture effect as a base. This is due to the fact that texture or weaving which is meant in the artwork brings a significant meaning to the weaving or relations that needs to

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take place in a family life which in hand turns into a relationship between the children growing up into adults. The effect of screw pines mat becomes an indication to the family symbols in a typical Malay family.



*Figure 1.9.3* Mohd. Khizal Saat, *Love compostition 3 & 4* , (1999). Artist Collection

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In the creation of an artwork, *Love Composition 3 & 4* (Figure 1.9.3) which uses the same concept, the use of weaving as the main element is embedded in each of the artwork. The use of weaved printing which is produced as an effect from using plywood is used as part of the creation in explaining the interpretation of the artwork to the research theme.



*Figure 1.9.4* Mohd. Khizal Saat, *Love Compotition 5, 6 & 7*, (1999). Artist Collection.

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Aside from the plywood method, in the artwork of *Love Composition 5, 6 & 7* (Figure 1.9.4) the usage of arabesque patterns, as background to enrich the artwork. The use of collage technique is also seen as part of the interesting effect which can be used to enhance the essence of the theme. A collage is not only valued from the physical aspect, it could also be an indicator and also a metaphor to show on how the process of making a collage, by pasting layers on top of layers represents the building of a harmonic family which requires support as well as participation from all the parties involved, which in this case refers to the family members themselves. A collage which is built from a build-up of pasted layers which in the end would conjure a certain image will give an added value to the construction of the artwork, which will be in line the construction theme of a harmonic family.

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*Figure 1.9.5*. Mohd. Khizal saat, *Borderless*, (1999). Artist Collection

There are artworks which uses different approaches in conveying its message. The produced artwork *Borderless*, 1999 (Figure 1.9.5) based on the concept of family relations which could be showcased globally. By using images taken from magazines which depict images relating to family elements,

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the artwork will start to form. The production of the artwork is made to give space to the creation of a family not only to a small group of people, but to go beyond the borders and at the same time still share the same values and elements in coming up to the creation of a harmonic life.

The issue of current critics is also incorporated into the artwork and it gives more focus on the family values within the current society. By using the approach of transferring image on top of a paper, it facilitates the whole process and creates a more spontaneous effect. The use of a mother and child image becomes the main subject to explain the relationship that exists within each society crossing every border.

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**Phase 2 (2000-2003)**

In the second phase of my artwork production still revolves around the concept of self realization and its relations with the environment. By taking the statement uttered by Dewey, J. (1958) in Arts as Experience "experience can be defined as the results on an interaction between you and some aspect of the worlds in which you live" (p. 43).

Based on this statement, it shows that the artwork production is more focused on the research context which is broader by looking at self and family relations within different environment. The context of self experience towards the different environment becomes the main subject.

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*Figure 1.9.6* Mohd. Khizal Saat, *Frangments,* (2002-2003). *Red Hot,* Master Graduate Exhibition, School of Art and Performing, University Tasmania, Australia.

The artwork titled *Fragments,* 2002-2003, (Figure 1.9.6) produced to interprets the daily life of a person when he is located in a foreign land. The production of this artwork also looks at the empirical and philosophical concepts of the belief that all knowledge is generated from experience of things, observation form firsthand experience. All of these could be interpreted into the artwork based on self experience.

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This artwork is an interpretation of a daily life based on self experience when a person is abroad. The production of this artwork is also a representation of an experience which is pre-recorded and also still being recorded at the same time in order to document and interpret the daily life. The daily life language comes in the form of a text and an object which represents a certain item and this projection will stay inside the mind.

Every experience which is related to daily life will bring together with it a connotation to the person involved. This artwork is produced based on the concept which has been highlighted by Langer. S (1957) who stated "we should abstract our past experience and start to transform into symbol" and he further

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added “anything about reality that is to be expressed and conveyed, must be abstracted from reality (p. 12).

By using materials which comes from various sources related to daily activities and self experience, the artwork is produced. Collections of ready-made items such as bills, tickets, maps, receipts, shopping dockets, telephone cards, flight tickets, travel notes, calendars, and many other items becomes the main source in producing this artwork. By incorporating the process of manipulation, integration, collage and many other processes has been unified and combined in coming up with and installation artwork which gives the perception of self experience. The use of mixed media in this artwork gives an added advantage in conveying the message that needs to be sent across.

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In conclusion, the production of previous works has been given a translation of ideas that range of issues on personal and social culture. It involves the use of image manipulation, integration and experimentation by meaning of achieving the objective of each artwork production. The issues taken in the earlier work has opened up the idea to current research in the context of developments on the issue on social and cultural phenomenon into greater depth. The exploration of material used and its applications in previous works contribute in terms of giving the ide for more experimentation on material and media for current research conducted and its become more advance in its applications.

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## 1.10 Project Development

This research could be broken down into three phases by producing as much as eight main artworks of which each of the phases would give a different emphasize in order to answer the question of the research. The main themes were given emphasize in this research which focuses on aspects of; firstly the role that shopping malls play and the element of luxury being implemented in it; secondly on how the shopping malls generates the casual tradition among the society; and thirdly is the relations or interactions made apparent by the environment of the shopping malls in developing an urban culture.

The whole research was carried out using the technical aspect approach through the use of mixed materials and installations which are suitable to the phase of research that is being carried out. The use of computer software such Adobe Photoshop to visualize the themes which has been chosen and deemed suitable and necessary for the whole research concept.

The research starts with an idea which depicts on how the relationship between the research context based on the luxury culture in spending practiced by most of the consumers within cities made visible through the shopping centers which are currently existing and perpetually growing within the city if Kuala Lumpur. By paying visits to various study locations around Kuala Lumpur and recording materials which are related to the habit and lifestyle of the consumers within the shopping malls, it could give us a glimpse on the urban lifestyle which is acquired through shopping malls.

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Through this research, three artworks has been produced which are *My Dreams Become Bold, Act Like Me,* and *Seeing Double* all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture which is very obvious.

This artworks explains in further detail the research context which is seen through three aspects within the issue of the shopping mall as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers to but and used the products that they want.

At the beginning of the artwork the use of the artwork material is more focused on the materials which are seen to be more synonymous with the research theme. Materials such as canvas banner which were used for advertising purpose as well as the use of Photoshop software which is suitable

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to the feature and method of production which is fast and simple in visualizing a certain image which has its own potential in interpreting the concept of urban lifestyle through the research being carried out.

Further on, the use of materials is then widened by looking into the potentials of other materials besides the use of banners and materials made of plastic and adhesive were chosen as well as the use of lights. This materials were chosen due to the fact that they give a closer emphasize to the context of a city and shopping malls where the same materials are used for actual advertisements in giving out information.

It also plays a part as the main source in interpreting the urban lifestyle of the urban society. Studies carried out at each level were made based on the technical and thematic need which has been agreed upon up front. This is because it could help to the comprehension towards the factors which could be found in understanding the question of urban lifestyle inspired by the shopping malls. The result form the theme being chose shows how the concept of luxury being conceptualized and visualized by putting more emphasize on the function of the luxury item itself, the role of advertising and also the modelling support system.

In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the

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shopping mall. In this context, I did try to open the space within shopping malls in the form of an artwork interpretation which is more open in nature. In the artwork titled Space to consume, *Redeem, Lets Light It Up* and *Cash-As Usual* produced in 2013, it unraveled the question of how the space within shopping malls could become a center of daily culture construction which is more casual and easily accepted by the general public.

Artwork with themes centered on shopping malls and the casual culture offers a perception which is more focused to the question of shopping malls as an agent in building and creating the casual culture which is highly favored by the urban society. This is due to the fact that shopping malls become the center of attraction for the urban dwellers to come and relax after a hard day's work.

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The artwork named *Space to Consume* takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. This artwork is different when compared to the early phase where it is developed by taking into consideration the aspect of space as the main element. This artwork uses acrylic panels which are hanged as a representation to the elements within the advertisement posters which could be seen at the foyers within the shopping malls. Further to that, the images being used are the adaptation of the activities done by the consumers, representing the activities that is offered by the host of the shopping malls. Foyers are created in this artwork by creating a circle to enable the observers to look at the panels as if they are at a shopping mall.

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On the other hand, the *Redeem, Lets Light it Up* artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork poses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls due to the fact that the mall is able to provide everything that the consumer needs. Adding to that, shopping itself as an activity requires time and energy which will require the consumers to visit a casual location and relax for a while before continuing their shopping activity.

The production of the artwork takes into consideration the aspect which inspired by the sign systems located at the food courts within the shopping mall. By retaining some of the concepts from earlier artworks, the advertisement box which has been utilized to brand the shops located within the food court. By manipulating the casual activities which actually represents the real activity at the food court and also at the shopping mall.

The construction of the images has been arranged and styled by using layers which in turn changes to aspiration and also towards the building concept of the shopping mall itself. It gives the impression that the shopping malls are not merely constructed to fulfil the needs of the consumers but it also entails the casual aspect. This also gives the impression that the casual values are essential to the livelihood of the urban dwellers who are constantly busy with limited time for food preparation and therefore they decide to visit the shopping malls instead.

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Also within the artwork of the second phase, there are some distractions to the casual values which is interpreted through the aspect of space utilization. From the artwork named *Cash As Usual* which is an adaptation to the casual values of shopping among the urban society. Based on the observation made, this artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers.

Through promotional posters and great sales being held throughout the month according to festivities and events. The production of this artwork gives more emphasize on the aspect of space by using shopping bags as a symbol to casual activities by hanging them randomly. It is also a representation to the construction of space and mimics the promotional signs being hanged inside the shops within the shopping malls. The use of lights inside the shopping bags is added to give further stimulation and attraction to the observers as if it becomes an illusion to those who sees it.

On the other hand, the final phase of the artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named *Never Silent Floor*, gives further explanation on how the interaction relationship happens within the shopping mall environment.

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The consumers will face an environment which is more live and interactive. Adding to that, the open concept of the shopping malls makes the younger generation to be more attracted to interact with each other without any certain boundaries. The effect of using the space, coupled together with the use of certain materials which are more transparent such as glass enables the consumers to see and move easily from one place to another.

The produced artwork uses the principle which is narrated from the environment of a shopping mall. The use of materials which are transparent in nature becomes an idea to reflect the actual condition of the actual condition. The use of lights as a study material also gives an indication on the shopping mall environment which puts emphasize on the ample usage of lights to convey message to consumers and to attract them to certain goods being promoted and also the surrounding environment.

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By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is a shopping mall located in Kuala Lumpur. By manipulating various angles to a certain scenery, the image within the artwork could closely resemble the actual surroundings of a real shopping mall.

On the other hand, the second artwork named *Relay on Floors* uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping

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mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

This artwork uses an array of 63 images of various shops taken from a shopping mall. It represents the major verities of shops available at the shopping mall. By using the shape of the artwork which is closely similar to a real advertising sign, it gives an indication to the process of closing the gap between visual effects and the consumer.

By using materials suitable to the concept of shopping malls, the use of lights as a stimuli is utilized in this artwork. The use of bright colors also gives an impact makes the artwork to become more attractive. The arrangement of the artwork is composed in order to represent the actual environment of a shopping mall. The artwork which uses computer generated images also arranged to give emphasize on certain images to be focused by the observer. The interaction relationship happens when the observer walks by the chain of images bei showcased as if they are walking through and actual shopping mall.

The production of work through in three phases featured applications in a variety of form , materials and issues. The selection of materials used such as the use of materials commonly used in advertising, lights, stickers and many others are accordance and inline with the subjects and themes covered to illustrates the continuity of culture promoted. Many urban communities

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affected by the environment and it's impact on the emotions and perception. Urban culture through a lifestyle that is embedded within the shopping center is the chain of material culture and consumerism that is always going to meet the obsession, and emotions aspect into everyday practice in urban society.

In conclusion, the production of works is an adaptation of observation on phenomenon of urban lifestyle through the shopping mall. Urban cultures in perspective of shopping malls can be formed through a number of conditions, through this research it could suggest that, firstly there are luxurious culture being promoted througout the malls, secondly, the casual value is identified as to give an inspiration for urban people who are busy with work and need a space for relaxation and thirdly the values of interaction which is developed through shopping malls environment in forms of facilities provided that invites the public to interact with each other. The condition above could suggest that the existence of shopping mall opened up the cultural values that take place consciously and unconsciously among urban communities.

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# CHAPTER 2

# CONTEXT
# (LITERATURE REVIEW)

## 2.1 Related Theoritical Ideas

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### 2.1.1 Introduction

This section will elaborate further the concept of materialism within the consumerism perspective and the role of cities/urban in contributing towards shopping malls activites. It will discuss the value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of commodities, objects or it can be products from the mass market which can be found around us. Cities or urban environment succesfully changing peoples' behaviour and directing how urban society perceived and consuming object

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arround them. A huge and aggresive development in urban compound create and accomodating the potential for urban people's to manifest their material dreams.

And futher more this section also will discuss the significant artists which mainly produce the artwork consist the similiar subject and context related to the research investigation. The selection of the artists and the artwork purposedly selected to identified the theme and media used. It's also will seeks for the differents and similiarilty in projecting the issues of consumerism. The selection of the artwork will exmined and break into few related and significant topic and issues which related to the consumerism perspective.

### 2.1.2 Materialism within Consumerism

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> Culture values and beliefs take form or are manifested in artifacts and objects that is in material culture".What this suggest is that we can use artifacts to help us gain insights into the culture that produced them, if we know how to interpret or 'read' them. Material culture gives us a means of understanding better the societies and cultures that produced the objects and used them (Berger, A. A., 2009, p. 17).

Urban culture forms through the perception and belief towards materialism. It is definitely grounded by the consumerism concept practised everyday by the society. To understand certain cultures or the way of life, it is necessary to look

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and identify the lifestyle and the everyday routine in the society or community itself.

The object, product or commodities usage even the services provided could become a sign and representational of expression towards materialism aspiration among urban people. Giddens (1991, as cited in Romu, H., 2009) stated that "Lifestyle can be understood as a material expression of one's identity which has a role in maintaining the ontological security and the coherence of the self" (p. 31).

It is clear in the remarks posited that, the satisfaction, personal interest and behavior can be projected through material object consumed by each individual and it becomes a very personal expression for urban people. In addition the availability of outstanding, remarkable and dynamic growth of luxuriant, glamorous as well as a variety of goods and services in the urban environment bring a huge opportunitiy to the communities in projecting themselves. Thus, the involvement of material object as platform in everyday life among societies nevertheless either unconsciously or consciously transforming and creating the cultural aspect towards material object. Its convey such a vast subject related such beliefs, identiy, behavioural and many more. As mention by Prown, J. D., (2010, p. 1)

> Material culture as a study is based upon the obvious fact that the existence of a man-made object is concrete evidence of the presence of a human intelligence operating at the time of

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> fabrication. The underlying premise is that objects made or modified by man reflect, consciously or unconsciously, directly or indirectly, the beliefs of individuals who made, commissioned, purchased, or used them, and by extension the beliefs of the larger society to which they belonged. The term material culture thus refers quite directly and efficiently, if not elegantly, both to the subject matter of the study, material, and to its purpose, the understanding of culture.

The significance of product or object oriented consumption becomes more vital in potraying the group of people or society to identify the obsession towards materialism. It is the primary premise of the construction of identity and personality of society. Object consumption significant in nowadays lifes to potraying the sense of materialisme as state by Baudrillard (1987, as cited in Koch, A. M. & Elmore, R., 2006) “Everything began with the object, [...] the dream of the object as existing beyond and above exchange and use, above and beyond equivalence...” (p. 10).

The existence of materialism can be related to time, space and place towards individuals who consume or use the objects or services. It carries the meaning and certain signs which aresignificant in interpreting or reading them. It began with an ordinary object and meant to be used for the sake of necessity it turned into popular objects and signs of lifestyle.

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Materialism plays such a huge role in urban living and it mirrors the dreams and the illusions of people who rely on it, in away to satisfy personal needs. Baudrillard (1998, as cited in Dant, T., 1999) remarked that "Strictly speaking the human of the age of affluence are surrounded not so much by other human beings, as they were in all previous ages, but by objects" ( p. 26).

Thus, the object which surrounds the human, particularly people who live in urban environment, will blend and mould the people's behavior, thinking, acting and projecting themselves to suit the current and fast-changing urban environment.

Materialism being complemented by consumerism, has become a part of the materialism agenda. Both elements will reveal the value of belief, passion, attitude of the owners of objects. In addition, in fast-growing urban environment with complete facilities, especially the emerging huge, conspicuous and sophisticated shopping malls nowadays being able to cater to the urban society's needs, broaden the choices and open vast possibilities for people to select in oder to suit their satisfaction and personal desires.

The services and the multiplication of objects provided will definitely change and shape the urban society from time to time in accordance with the current material culture. Marx (1976, as cited in Lloyd, G., 2008) in his remaks once stated that "...describes a commodity as an object outside us, a thing that by its properties satisfies human wants of some sort or another. The nature of

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such wants, whether, for instance they spring from the stomach or from the fancy, makes no difference" (p. 11).

The ability of commodities to satisfy human wants and desires is just one facet of the commodity. This was what Marx (1976) referred to as the "dual nature of value" comprising of "use and exchange-value". Therefore the materialism and consumerism can be considered as two entities which drive the people to fullfill the physical and spiritual desires.

Urban environment can be referred to as location whereby the capacity of supply and demand towards consumption of object and services are in big and massive scale, it contributes to the building of the society at large in forming and constructing urban society identities and personalities. The value of materialism is tied to the urban environment itself, people who buy and consume will celebrate each choice and opportunity and further explore the remarkable possibities.

Materialistic value is sometimes determined by the amount of consumption by the society and communities in it. The affluent, huge and massive amount of material goods in the market will be associated with and represent how people interpret materialism in their lifestyle. As mention by Baudrillard (1998 as cited in Mendoza, D. Y., 2010, p. 49) stated :

> ...the value founded upon the introduction of the sign process within Marx's analysis which is linked with the importance

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> already accorded to consumption. He calls this value, the sign-value, and it is this value that is central to his notion of consumption for it is "the stage where the commodity is immediately produced as a sign, as a sign-value and where signs are produced as commodities.

It was strong argument which said urban people were associated with the sign of materialism, from what they thought, how they acted, and bought the goods always tied to the systems and aspiration of urban development which was connected to the symbol of materialism as a whole.

Consumers, whether consious or unconsiously will act accordingly towards human development in their lifestyle; the sense to live in good, pleasant and better conditions will cause the intuition of urban communities to fight for better results in living. In addition the huge development in multiplication and production of commodities in the open mass-market gives the consumers satisfaction in selecting the better choices. To the extend that the commodities or goods turn as value-added, upgrading personal lifestyles and at certain levels it has become fashionable and popular culture in the community.

Thus, the consumerism activities were not merely as platforms for fulfilling the basis needs but they were also related to building the symbols and which signified the society especially for the urban people. Once again Baudrillard (1998, as cited in Mendoza, D. Y., 2010) posited that "It is not consumption based upon a need, which in Marx is formalized as the Use-value.

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It is a consumption of what it signifies and how the consumer consuming the sign is integrated within the system" (p. 49).

The value of materialism was born with the consumer aspiration. Definitely the urban people are more concerned about putting themselve as examples for the sake of ego, confidence, personality, identity. Certain product or service consumption will bring those intention to reality when the products or goods no longer look as objects but seen as icons, symbols for certain culture. Every purchase of product or goods will be referred to as a symbolic exchange and also related to sign-exchange value which determines the product value.

Consuming or buying certain materials is certainly related to a person's ego. Urban society in general can be looked at as a group of people determined to pursue their own happiness without putting any hesitation on it, they prefer objects or products that could provide them wih maximum satisfaction and more over they could gain respect from their peers. It is proven that nowadays urban consumers consume the commodities for the sake of signifying personal identity and not for merely basic use. This behavior will reveal the relationship of the entire system of material goods, commodities and signs.

The entire system of materialism is driven by the consumer stimulation towards commodities and goods. To earn, or feel belonging to established materials or services is considered as part of social life style. It could be across the consumption of fashions, communication, recreational, social relationship and food or eating style. The urban group of people is much more affected and

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shared their contribution towards the situation. Every product consumed and chosen represents the individual's personality and could carry the ego-defensive or value expressive function.

Most individuals who live in urban environments will protect his or her ego and status in the society. Presenting themselves with up-to-date material goods will allow their statisfaction and personal status to be established. Williamson (1978, as cited in Elliott, R., 1997), stated that "The conscious chosen meaning in most people's lives comes from what they consume" (p. 288).

The value of lifestyle which depends on the aspect of materialism requires the consumers to equip themselves with the value and function of knowledge. It definitely will open up the mind, the willingness and preparation, somekind of new knowledge and information in materialistic environments. Through knowledge the consumer is more aware in facing the consequences regarding the interpretation of signs and symbols as a whole.

The production of materialistic goods nowadays is constituted of affluence of signs and symbols. As mention by Koch, A. M. & Elmore, R. 2006, p. 13) stated:

> People no longer simply consume objects, but rather they consume objects laden with symbolic meaning, they consume objects, because objects signify more than their use. One's car,

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> one‘s house, and one‘s brand of toothpaste are no longer simply objects for consumption, with use and exchange value. Rather they are symbols, signs of one‘s happiness, success, affluence, or penury.

In addition, the aspects of materialism are integrated and constructed within the aspect of material versus the symbolic meaning behind the objects. (Elliott, R., 1997), In others condition, consumers face the illusion of satisfaction created from objects and also through how the objects are being projected in the hands of the consumers. Debord (1977, as cited in Elliott, R., 1997,) stated that "the real consumer becomes a consumer of illusion" (p. 286).

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Urban society lifestyle was created and moulded through materialism by giving the emotional value when facing consumerism. It definitely contributed some impact in constructing the image of the community itself. According to Sheth, J. N. Newman, B. I. & Gross, B. L. (1991), stressing the emotional or feeling characteristic contributed in shaping the identity in consumption of material goods activity and that "The perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating those feelings. Emotional values are measured on a profile of feelings associated with the alternative" (p. 161).

The materialistic culture particularly in urban people will use the emotional value in the buying process, owning the desired objects and in the

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consumption of services. In addition Sheth et al. (1991, as cited in Abdallat et al. (n.d) ) pointed out that the "Consumption emotion refers to the set of emotional responses elicited specifically during product usage or consumption experience, as described either by the distinctive categories of emotional experience and expression" (p. 21).

Materialism is not just functioning for a single or individual personality. It is also related to and affects the community or its social aspects. Most material objects or in form of services represent somekind of social aspiration towards the community around it. Take as an example the fast food services provided in the urban community. It definitely represents how each person in the urban environment tend to maximize his time and space in daily practice, an effect from abundance of their work or job load schedule.

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The ability of fast food chain brands to provide fast services, ready for extras, varieties of options and choices in the menu, make urban people demand for it. The fast food branding becomes a popular culture in urban society and eventually the culture to consume those brand will be considered vital. The situation created mutual understanding in supporting two way interaction between the services or products and the individual in moulding both as social symbols of society.

Commodities or material products are not merely for private consumption. It shapes the unconsious relationship. Elliott, R. (1997), posited that the "Consumption as a cultural practice is one way of participating in social

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life and may be an important element incementing social relationships" (p. 287). When someone projects himself with material objects it will invite the others and his peers to join and establish the same interest eventually creating social culture at large and tighten the relationship in society.

Materialism and consumerism unconsiously established the huge possibilities significant to urban life style. The oppurtunities of urban society in projecting satisfaction, obsession, and ego became succesful sign that these concepts could mould and shape peoples' mind in urban environments. Nevertheless, both materialism and consumerism succeeded in their roles, recieving the supportive platform of advertising as a significant atribute in promoting the awareness to the community at large.

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The ability to stimulate, convey and create the gateway of information made advertising a system of belief for consumers. Advertising becomes a symbol of urban lifestyle by promoting and persuading people to consume and believe such product or service could satisfy and fulfill their personal dreams. Advertisements for all were created as passages for consumers to establish maximum impact of material objects or products particularly to serve the best and how reliable they are to consumer needs. Normally advertisements will serve as seduction or stamulation platforms in convincing the consumers to own and feel the sense of belonging to the object.

The materialism and consumerism constructed through the role of advertisements become significant assets and vital to justify how it could turn

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the psychological and physical aspects of urban life style. As mention by Lasch (1979, as cited Emerald, N. D., 2004, p. 8) below :

> Advertising serves not so much to advertise products as to promote consumption as a way of life. It manipulates the masses into an insatiable appetite not only for goods but for new experiences and personal fulfillment, it promotes consumption as the answer to the age old problems of loneliness, illness, weariness and lack of sexual satisfaction.

Advertisements are the passages between people and the product. They consist of the integration of information of the service or product as well as the communication network. Hearst W.R. (1992, as cited in Rupani, P., (2006), posited that "If you make a product good enough... the public will make a path to your door. But if you want the public in sufficient numbers, you would better construct a highway. Advertising is that highway" (p. 15). It shows how significant advertisements are, in potraying, realizing the sign of materialism and consumerism objectives to deliver an information straight to hundreds, even millions of consumers.

Advertising and the way that advertisements actually shape and influence perception and behavior reproduce the existing social system. Nowadays, advertisements no longer deliver only basic information about the product in the market, but goes beyond the physical object itself. It consists of symbols of social connection and culture attribute.

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Each advertisement which promotes certain products will stress on the sign and meaning behind them. According to Harms, J. & Kellner, D. (1991, p. 46):

> Advertising is significant because, in consumer capitalism, individuals depend on it for meanings -- a source of social information embedded in commodities that mediate interpersonal relations and personal identity. Advertising should therefore be conceived as an important institution in the consumer society because it produces "patterned systems of meaning" which play a key role in individual socialization and social reproduction.

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In materialism through consumerism most people rely on visual and obvious images as a way to attract people to it. Most of advertising construct and deliver the message using the images and text which visualize the theme and the objectives of the product. The main purpose of advertisements is to persuade the consumer literally. By using the most influential models or attractive images and very convincing words, advertisements become an art of pesuasion for consumers. Yet, at some point advertisements will potray how consumers gain experience through using those products. Sometimes advertisements become agents in promoting social values either in the concept of families, friends or nations. Similarly Sturken, M., Cartwright, L. & Sturken, M. (2001, p. 218), stated that:

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> Advertisements sell both concepts of belonging (to a community, nation, family or special group or class of people) and difference (from others). Sometimes when advertisements ask us to consume commodity signs, they attach to their products concepts of the nation, family, community and democracy.

Most advertisements suggest to the audience to change, test, even taste the particular products. They promote and embody the fanstasy living in the real world. Urban society in materialistic lifestyle lives with dreams to be accomplished in their life. Through consumerism and the world of advertisements, creating fantasy and convincing the audience become the priority to sell the products, the selling terms are not just for phsyical objects but selling the idea of satisfaction and obsession experience. As Sturken et al. (2000) mention that the nature of advertising is to present a fantasy what consumer lives could be, they tend to convince the consumers believes and trust on their ads.

The role of advertisements cannot escape from to stimulate and to cause consumer desire, it happens in a continous effort, it is more significant for urban people full of stress from work load and time consuming everday routine. They will find the alternative in diverting their attention to such comfort and pleasant feelings.

By promoting the objects of desire, advertisements succesfully fantasize the urban people dreams through presenting the absolutely persuasive images

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and text. Andresen (1989, as cited in Stavrakakis, Y., 2006,) stated that, "we buy advertising message, which promises happiness, fun, popularity and love". (p. 92). It also promotes the perception towards changes and transformation to ideal living by consuming certain products or services.

Urban society particularly takes the 'object of desire' in a serious manner to establish their status and standard among others. The consumer obsession to look differents from others, open the oppurtunity in creates the transfomation towards individual attitude, appreances, style and many more. Sturken, et al. (2001, p. 213), stated that:

> All advertisements speak the language of transformation. They tell consumers that their products will change their lives for the better if they buy a particular product, "...this relates to the therapeutic ideology that advertisements participate in when they promise to improve our lives. In speaking to viewers or consumers about changing themselves, they are always using interpellation on consumers who are in some way dissatisfied with their lifestyle, apprearance, jobs, relationships, etc. Many ads imply that their products can alleviate this state of dissatisfaction. They often do this by presenting figures of glamour that consumers could envy and wish to emulate, people who are presented as already transformed and the bodies that appear perfect and yet somehow attainable.

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The process of constructing materialism experience will necessitate engaging symbolic transformation. The meaning comes through the urban society interaction with the experience of the external object, the correlation between internal and external is an important part as it asserts one thing on another. Materialism objects manifest and transform the symbolic obsession in society, a process of constructing and moulding the cultural landscape of urban environments. Douglas dan Isherwood (1978, as cited in Elliott, R., 1997), stated that "Consumption of the symbolic meaning of products is a social process that helps make visible and stable the basic categories of a culture which are under constant change, and consumption choices "become a vital source of the culture of the moment" (p. 287). The consumption materialism within consumerism, changes and develops parrallel to the necessity of consumer needs.

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Urban society practice and their perception towards materialism by buying and consuming particular material object or services remarkably changed the way people see objects, the form of objects no longer stood on its own, but had been diverted to another extent with full meaning, symbols and connotation for people, social, society and culture as awhole. It turned into a lifestyle and had been accepted by a majority of the community.

### 2.1.3 Urban and Shopping Malls

As commonly understood, the perception, behavior and the lifestyle in an urban society are certainly affected by the surrounding environment. Urban landscape

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contributes to changing and shaping the way people act in accordance with what they percieve, listen, and recieve everyday.

In addition the location of urban landscape with huge and massive development in accomodating the latest facilities to equip the urban community is considered as a combination of various elements which are purposely designed to fullfill the society's needs. According to Flanagan, W.G. (2010, p. 11).

> The combination of all of these elements and many more play a part in informing our images of what the city means, and images of urban life exert an atmospheric influence on contemporary popular culture in general. Think of the streaming images of action and change that play through the channels of entertainment and information media, that play up the themes of style, of edginess, of sensuous experience, lavish lifestyle, the blurred edge of legitimacy and hustle.

Urban environments full of aspects of living contribute in giving more benefit and enhance the society's perception on place for work and for building their social life. Every change and development of the urban scenario will affect how people react and adapt to the environment and eventually will affect the behavior of people in the form of social culture.

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Flanagan, W. G. (2010) once stated that "what we are saying about cities, it is that cities, in producing their own cues for behavior and their own rules, are altering the cultural world in which we live" (p. 9). It is not too much to state that the urban environment is the place for tracing the various possibilities in people's behavior. In short John, R. (1996) posited that "we can picture the city as a variety of setting of all differences in appropriate behavior" (p. 251). In addition, the urban space environment can reflects to our behaviour- who we are, our self and what we think and how we construct the relationship with others.

In the middle of a materialism oriented society, in which objects and commodities are considered a part of living, the urban space is not just a place for continuing everyday life but it contributes towards forming the system of beliefs and personality in the community. Other than that, an urban area consists of a persuasive environment which shapes the central economic structure.

With the activities of consumerism which contribute to many aspects of life of urban people it is undeniable that the urban space is the remarkable market place for selling, buying and fulfilling the people's needs. Cities and economic activities are the main factors in constructing social living. Max Weber, (1958, as cited in Flanagan, W. G. (2010), stated that "The 'city' is a marketplace", "...We wish to speak of a city only in cases where the local inhabitants satisfy an economically substantial part of their daily wants in the local market. It is only in this sense that the city is a 'market settle-ment" (p. 28).

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When discussing about market places, the most obvious locations where the main consumerism activities take place are the shopping malls. These are significant locations in determining the source of life style construction. Today malls, have become one-stop centres. Undoubtably malls have succesfully delivered and transferred the process of the mall culture to the society. Generally, the urban space is known as the location for trading and is the financial centre.

The buying power among urban people are strong; the rapid existence of malls in huge or major cities definitely opened up more possibilities in people's choices creating more social cultural development. Shopping malls growth nowadays not just change the physical aspect, but its evolves with the capacity of society's enthusiasm and obsession. If ten or fithteen years ago shopping malls looked as places for buying and providing objects by society, but it is totally changed today, the way shopping malls have become more obviously for enjoyment, pleasant and reliable locations for the urban society.

The inclusion of endless entertainment, leisure, recreational, shopping and other facilities has transfomed the shopping malls unconsciouslly into boxes of social culture. These malls will be considered as vital places for the urban community around it to experience such environment. The more developed certain urban areas or cities the more sophisticated are the malls constructed. This represents the aspect of materialism and consumerism that take huge roles in shopping mall existence. Eventually it blends and adapts to the people's behavior and the cities. Flanagan, W. G. (2010) stated that "what we are saying about

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cities, it is that cities, in produc-ing their own cues for behavior and their own rules, are altering the cultural world in which we live" (p. 9).

Urban communities look at their environment as a serious aspect in determining their social lifestyle. Shopping malls and stores are considered as part of the favorite places for urban people. Those locations are the places which represent the physical and spritual attributes for each individual. Malls in short could represent the consumer life style and social interaction by stimulating the related activities. Through shopping malls, the space for buying and selling transaction becomes more active, potraying how urban people express their obssession and enthusiasm towards fulfilling personal satisfaction.

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Malls organizers will compete to provide the best services to the consumers who enter their premises. Other than providing retailing spaces, malls create the cultural sentiment in the form of space with various activities suitable to consumer needs. Encouraging customers to enter the building to stick around with continous shopping and hanging around becomes a priority for every malls or store organizer. To achieve their objective, most of the shopping malls, spend more money in promoting such events and entertaining activities.

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*Figure 2.1.3.1* One of the entertainment and recreational theme park inside the mall in Berjaya Time Square, Kuala Lumpur.

There are a few more aspects which contribute towards influencing the number of consumers visiting the malls, some of which can be lined up in determining the succes of shopping malls in attracting people to come. Some aspects and attributes are based on the services, machandise, customer, facilities, promotion, environment, after sale services, safety, comfort, store layout and others (Figure 2.1.3.1). Rajagopal, D. (2008, p. 9), posited that:

> The recreational facilities prompt shopping arousal and play a pivotal role in delivering a divulging impact of buying behavior of young consumers. Shopping supported by recreational attractions may be identified as one of the major drivers in promoting tourism by demonstrating quality fashion products and store preferences among tourist shoppers. Arousal in shopping encourages young consumers to stay longer in stores, to experience the pleasure of products and to make buying decisions. Perceptions of shopping duration, emotional levels and

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> merchandise evaluations are derived from the level of arousal experienced by the consumers in the shopping malls.

We can take as an example Suria KLCC where is provided most of the facilities in one space. In the heart of Malaysia's glorious city of Kuala Lumpur is Suria KLCC. At the Petronas Twin Towers and on the doorstep of the KLCC park, Suria KLCC houses world-class retailers and attractions such as the Petronas Art Gallery and the Dewan Fil‡harmonik (Philharmonic Hall). With such prestigious credentials, it is no surprise that Suria KLCC plays host to millions of tourists and shoppers from all over the world. (www.suriaklcc.com.my).

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But the most important aspect that all shopping malls take as consideration is about store image. The image of malls is significant to consumer perspective and views in urban society. Martineau (1958, as cited in Hassan, Y., Muhammad, N.M.N. & Bakar, H. A, 2010, p. 177) once stated that

> ...it is the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes. The more favorable the image, the more likely it is that consumer would shop and buy at the store. Researchers have conceptualized the store image to include store attributes.

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Urban consumers always refer to their emotion when they evaluate the situation for the shopping malls' environment and during shopping activities.

They are always bound up by the concept of contemporary and modernity. Babin (2004, as cited in Yüksel, A., 2007), stated that ''Environments influence behavior in large part because they alter one's feelings" (p. 60). In addition, Bloemer & Shroeder (2002, as cited in Hassan, Y. et al. 2010) mentioned that "store image is the sum of all the store's attributes, in the way perceived by the consumer, through his or her experience with the store" (p. 177). Furthermore, yet another opinion by Lin, 2004; Bitner, 1992; Kotler, 1974; (as cited in Yüksel, A., 2007), stated that "...exterior environment would play an important role, both positive and negative, in customers' impressi formation" (p. 60).

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The more the shopping malls are able to produce such versatile and effective environments, the more customers will come and shop at their premises. To maintain the regular customers to come frequently the malls should plant a sense of loyalty among customers through creating statisfaction in them. Baker et al. (2007, as cited in Juhari, N. H., Ali, H. M. & Khair, N., 2012), stated that, "...Satisfaction is born through "loyalty", with the customers returning for a particular product or service from the same supplier on an on-going basis" (p. 617).

One-stop shopping centres nowadays can mostly be found in city centres. The place where all everyday necessities could be found. People can

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easily move from one point to another, in or out, from buying clothing to eating at food courts or dining in high class rastaurants without any worries.




*Figure 2.1.3.2* Sunway Piramid one of the major shopping malls located in Kuala Lumpur equip with most of the facilities from retail shop until to recreational space such ice skating.

The more huge and spacious with complete facilities malls were built, the more people tend to come and stay (Figure 2.1.3.2). It is because consumers were willing to spend substantial amounts of their time exploring and experiencing the space and environment provided, guaranteeing expenditure of money. As Suau, C. & Bauzá, M. M (2009), mention "Consumers visited the centre with two objectives: to shop and to have a collective experience" (p. 153).

According to Rajagopal, D. (2008) the mall space with massive and huge space could contribute to more pleasent environment for the shoppers and it might to enticing shoppers to stay more longer. Furthermore, it becomes a strategic location in constructing and fulfilling personal desire and obsession.

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*Figure 2.1.3.3* Sufficent space for consumer, example of one of the side views where all the retail shops are in Suria KLCC, Kuala Lumpur.

Suau, C. & Bauzá, M. M (2009) stated that "Shopping malls were mass oriented encouraging people to shop. Shops were generous in ensuring that there was sufficient space to keep several items of the same model meaning that there were significant levels of stock on display (p. 153).

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A shopping mall is the incubator for shaping and moulding the contemporary culture. It could be considered as transmision of existing cultural values and norms of urban culture. The major companies in various fields will project their latest trends to attract the consumers at large. Through consumerism all trends and new culture could be transferred straight to the consumer.

Further, today's market segments are more open and versatile. Singh, P. R. (2011) stated that, "In the era of open markets buyer and seller came face to face, seller exhibited his goods, buyer thoroughly examined them and then purchased them. It was assumed that he would use all care and skill while entering into transaction" (p. 64).

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Urban society has huge possibilites in exposing their lifestyle with trend or any cultural movement especially when shopping malls are continuously providing remarkable attractive promotions with new and up-to-date information either in the form of electronic media or in printed form, or promotion at the shopping mall itself. By visiting and experiencing it, consumers will open up their mind, being exposed and gaining value-added from the environment. Suau, C. & Bauzá, M.M, (n.d) stated that, "Hence the masses had the need to visit the shopping centre for similar reasons as before; to shop, have the collective experience, socialize and also to satisfy their curiosity about new products and fashions announced on TV" (n.d).

We could identify how the social culture had been transfomed and spread into reality in the urban society. The relationship between the urban area and shopping malls was intially the representation and manifestion of consumerism stimulus. The culture generated from shopping malls will translate into thesocial life style of urban consumers. The new experience in malls is full of suprise in the form of culture and social relationship.

By segmenting a few places of attraction such as the various fashion retailers with the trendy, popular and up-to-date items either from local to highly international standards like Louis Vuitton, Prada or Gucci with new brands apparels will stimulate the sense of fashion in urban consumers.

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*Figure 2.1.3.4* Some of the cafes inside shopping malls in Suria KLCC, Kuala Lumpur.

The entertaiment facilities like the cafes, cinema, karaoke, indoor theme park, could release urban society tension after their tedious work or tighten the families' relationship in the weekend (Figure 2.1.3.4). Experiencing the enjoyment of entertainment activities or just lingering around the corner of shopping malls by sitting and enjoying a cup of coffee with friends in popular joints such as Coffee Bean Cafe, Starbucks, or Dome while viewing others people's activities, or finding favourite foods in the food courts that serve most of the famous foods, located in one space in the malls.

The reasons are to give the malls' customers more pleasant and comfortable rest after enjoying the shopping. Furthermore the existence of high class restaurants and more pleasant environment with high class service by the waiters as well as exclusive menus could bring a sense of privacy to the customer. Finally visitors can enjoy strolling window shopping that is suitable

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to consumers' needs in various choices, such household appliances and many more.

All of this consumer culture experience is a part of the cultural shaping among urban society which the shopping malls, could provide. Singh, P. R. (2011, p. 61), stated that:

> Consumer culture is a system in which consumption, a set of behaviors found in all time and places, is dominated by the consumption of commercial product. It is also a system in which the transmission of existing cultural values, norms and customary ways of doing things from generation to generation is largely understood to be carried out through the exercise of free personal choice in the private sphere of everyday life.

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In addition the shopping malls with remarkable efforts in providing the full set of lifestyle merchandise in their premises, become more significant to urban society culture.

From merely for sake of profit and economic purposes shopping malls turn unconsiously into a set of consumer culture life style many aspects of social life and the behavior of people. Romu, H. (2009), stated that "Lifestyle is likely to be complicated mixtures of different kinds of consumption and both conscious and unconscious attitudes and values" (p. 32).

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In sumit could relate to Flannagan W. G. (2010), statement regarding shopping malls situation. He posited that "Given the prominent place of the urban environment in our imagination and the attention it draws to itself as the center of multiple fascinations, we see that the high-profile cultural influences present in the city are quickly communicated to the rest of society" (p. 8). It is crystal clear that shopping malls today are more alive and functional in creating the environment and influencing urban people's mind. It is a continuous construction of identity and becomes a life-long process that requires endless reconstuction and re-evaluation towards society and its culture as whole.

## 2.2 Related Art Practices

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### 2.2.1 Introduction

This section will elaborate a few aspects which are related to the lifestyle and consumerism in the view of an artist. The idea of consumerism and popular culture becomes a subject in the artwork of well known artists. There are four sections or topics regarding the artist and their artwork that will be studied for the purpose of understanding the issue being discussed. The main topic selected was based on the environment and the social interaction, materialism and the lifestyle, commodities between obsession and satisfaction and lastly signs and symbols between needs and desires.

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Other aspects that will also be taken into consideration are related to the shaping and constructing of the lifestyle through consumerism, advertising and the obsession in consumption. The significant aspects such as the shopping malls' attributes in contributing will be elaborated and discussed regarding the issue of how materialism plays its role in consumerism and creating lifestyle in urban society.

The range of artwork selected were based on the related issues of this research. Among the major artists chosen were Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky and Lou Brothers, with similar direction through their view on consumerism. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle been projected and develop.

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### 2.2.2 Environment and Social Interaction.

**Andy Warhol, Guillaume Bijl, Peter Blake, Claes Oldenburg, and Christo and Jeanne-Claude.**

Environment and social interaction are the most apparent image when discussing about consumerism in the shopping malls. The image of shopping malls platform in consumerism perspective becomes more obvious and real, in the aspect of product arranging, color, the retailer shops and many more. A few artists had been selected in accordance to the art works they produced. The differents types of artwork were studied to see the varieties.

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*Figure 2.2.2.1* Andy Warhol and other artist, (1964), *The Installation of American Supermarket*.

Andy Warhol's collaboration projects with prominent pop artist friends at that time such as, Roy Lichtenstein, Roberts Watts and a few more artists sucessfully conducted the exhibition named *The American Supermarket* in 1964 (Figure 2.2.2.1). The installation projects which were held in Paul Bianchini's Upper East Side Gallery, encompassed work on various media contributed some critiques on consumerism as a whole.

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*Figure 2.2.2.2* Roberts, M. Watts, *Chrome Fruits and Vegetable*, (1964), *The Installation of American Supermarket*.

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*Figure 2.2.2.3* Roy Lichtenstein, *Turkey Shopping Bag,* (1964), *The Installation of American Supermarket.*

Some of the arts works presented the basic products such as *Chrome Fruits and Vegetable*, 1964 by Robert, M. Wats, (Figure 2.2.2.2) produced in the same year and also shopping bags by Roy Lichtenstein, as in the '*Turkey Shopping Bag*" (Figure 2.2.2.3). Every supermarket will definitely provide shopping bags for their customers. The piece of artwork by Roy Lichtenstein about construction of the image of the sign by producing the shopping bag as the symbol of the relationship between the consumer, the product and the environment they participate in.

All the artwork were priced and sold at the exhibition cheaply. This act was to show how the value of commerce, and consumption always became a part of society and the place to express their intention. The artwork represented the typical American small supermarket with a complete set of arrangement with aisles, shelves, and a checkout counter, posters sticking at the wall, the neon lights and familiar consumer products in normal markets produce such as canned food, meat, bevearages, drinks, fruits and many more

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included in this installation work including the artwork, '*Brillio Soap*' produced by Andy Warhol himself.

Initially the installation project became a representation of how the environment and social interaction affected consumer behavior towards supermarket to fulfill their everyday needs. *'The American Supermarket'* unconsiously gave viewers symbols of how we celebrate the everyday consumption as a part of our significant activities which will contribute towards building and shaping the cultural significance.

It was so obivous how the aspect of materialism and consumerism took a larger space in our lifestyle. Featherstone, M. (2007), posited that "...consumer culture is premised upon the expansion of capitalist commodity production which has given rise to a vast accumulation of material culture in the form of consumer goods and sites for purchase and consumption" (p. 13). The consumers' needs and desire are the most influencial factors in creating social environment and interaction in any space such as supermarkets. The spectacle of consumption in the form of active situations in buying and selling, became a significant event for this installation work.

It represented the expression of consumers (or viewers) when they became excited with the products in front of them, similiar to their feelings during shopping in real shopping malls or supermarkets. The real life environment in the artwork imposed on viewers and the society an affluence of product desire which attracted the consumers to come in.

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*Figure 2.2.2.4* Guillaume Bijl, *New Supermarket*, installation, (2002).

Another work produced using about the same concept of supermarkets was from Guillaume Bijl in his work '*New Supermarket*' made in the year 2002 (Figure 2.2.2.4) in collaboration with TESCO and held at the Tate Gallery in London. Bijl in his *New Supermarket* piece, an imitation of the real supermarket. In front of the main entrance were stated the words *"welcome to "your' supermarket"*.

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The word '*your*' in this particular situation, was purposely designed to stimulate the consumer or the viewer to enter the supermarket. *'Your'* in this context could be a suggestion to clarify the relationship between the consumer and the supermarket itself and it could be to state that the supermarket construction was the 'closest' and most familiar environment to the audience.

Definitely the entire *"supermarket"* constructed by Bijl was the total presentation of the real supermarket outside the gallery. The imitation of the artwork consisted of a variety of groceries, drinks, fresh vegetables, meats, also household goods and others including the karts, food shelves, price tags, promotion signage, cashier counters and all that were related to the supermarket environment.

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The interpretation of supermarket by Bijl was related to the aspiration towards interaction of consumers and the environment, the process of communicating between the product and one self in finding the best became obvious during shopping moment.

The consumers needs to be familiar with the environment in the first place before they could perticipate in the space. Nowadays the environment of new shopping malls was designed puposely to make possible all the consumer activities in the sense of shopping, mingling and wandering. '*The new supermarket*' by Bijl is a piece of artwork to test the feeling of consumers or viewers in making decisions, choosing and participating in the environment and then make their own choices.

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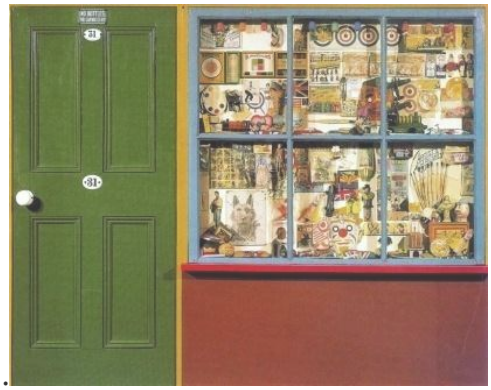


*Figure 2.2.2.5* Peter Blake, *The Toy Shop*, (1962).

Meanwhile Peter Blake's *The Toy Shop* produced in 1962, (Figure 2.2.2.5) introduced to the viewer the concept of window display. The mundane, obvious environment and visuals could be seen when strolling through the shop lots or retail shops in shopping malls. In the context of consumer society, the

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window display plays a significant role in bringing the latest products and the new kinds of objects produced in the current market. Normally window displays become a platform for the retailer to introduce the new brands or new products in the store.

Most of the window displays were designed in various concepts and themes–involving the objects or products or any slogans or graphic text to announce the subject in very interesting ways. By producing window shop look-alike, Peter Blake unconsiously placed the signature of the whole concept of the retail in one place.

It is a vital in the sense of providing the consumer with basic knowledge of the products inside the store. In this particular work by Peter Blake, the theme or the subject was most likely about the toys and popular music. The collage paintings were basically representations of popular culture in Britain in the late 1950's influenced by the range of cultural forms, from high art to popular music and kids' toys.

The sense of being fascinated by the American popular culture such as Denim and Elvis' music obviously influenced the artists in constructing the art works. Window displays are the most influencial factors in constructing the people's perception, the interaction between objects and products. By browsing through the product display the consumers are given the best view asawhole of the store concept itself.

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The window display could be considered as a 'casual' element for the shoppers before they are interested in buying or in other words it could be called 'silent advertisement'. The 'interaction' between the product and the consumer can be through window displays. Consumers could make a fast and quick decision in buying or not buying those products through an immediate response infront of the shop.

Another artists chose environments such as shopping malls or the stores in making their artwork. Claes Oldenburg and Christo and Janne-Claude, were some of the artists who used the store as a subject in their artwork.

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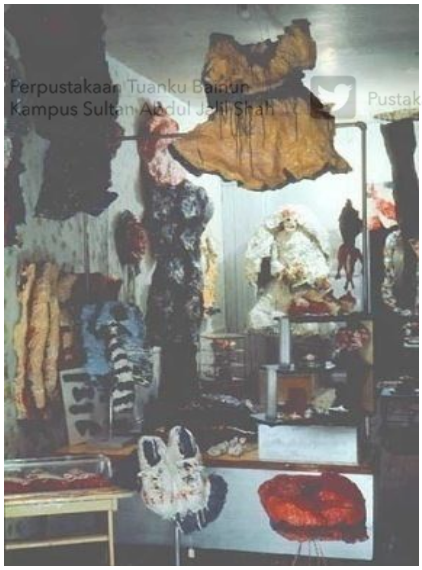


*Figure 2.2.2.6* Claes Oldenburg's *The Store,* (1961).

Most of the artists used the same concept of store but definitely each artist looked into different perspectives in terms of medium and approach in creating the artworks. Cleas Oldenburg, in his work *The Store* produced in 1961, (Figure 2.2.2.6) utilized the representation and idea to create a store

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element as a whole. Oldenburg opened a store on the Lower East Side of Manhattan at 107E. 2nd St. purposely for making and selling the art works.

He created various objects and products which were everyday products in the normal store. Each item was proportional or at a large scale. The idea of commodity, art and the environment of the store played an obvious appereance concept. The artwork also featured the most popular items and current consumer products from dresses, apparels, shirts, shoes to foods like pies, ice cream, chocolates and sandwiches made of muslin, plaster and chicken wire.

Oldenburg constructed the most significant element of the store which was the space itself. In addition, Kotler (1973-1974, as cited in Areni, C. S. & Kim, D. 1993) stated that, "...the term atmospherics to describe various visual (color, brightness, size, shape), aural (volume, pitch), olfactory (scent, freshness), and tactile (softness, smoothness, temperature) dimensions of a store that can influence the purchase probabilities of consumers" (p. 336). In consumerism the environment, space and location of the store are considered important for consumers to interact and make decisions to fulfill their needs and achieve their satisfaction.

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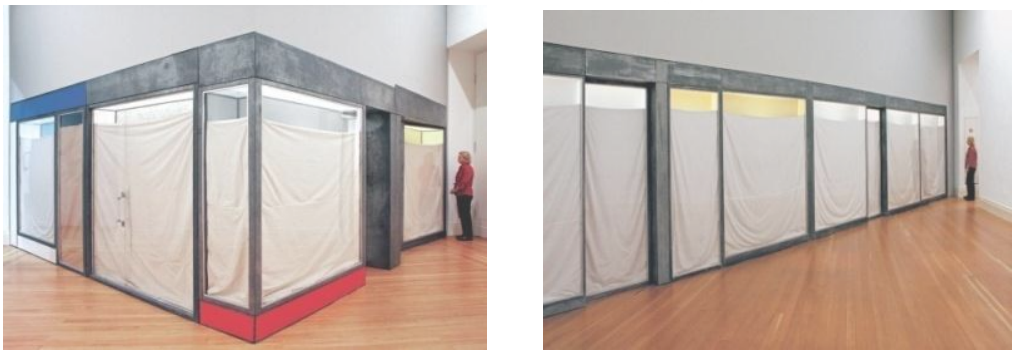


*Figure 2.2.2.7* Christo and Jeanne-Claude, *Four Store Fronts Corner* and *Three Stores Fronts,* (1964-66).

Another artwork using about the same concept was produced by Christo and Jeanne-Claude with the title *Four Store Fronts Corner* and *Three Stores Fronts* (Figure 2.2.2.7). The installation was made between 1964-1966, the artwork was a representation of the store's physical side as a symbol of consumerism. By presenting the typical type of store construction, Christo constructed and built the actual life-size version of the store with the most real appearance of a store consruction.

Most important of all were the store series produced by Christo using a similiar concept in constructing the main entrance and the window display of the store as the significant symbol in shopping malls and consumerism idea. The blank canvasses placed in front of the store where the viewer were blocked by the empty canvasses and the situation can be projected as a medium of curiosity. Without any sign of image printed on the canvas stimulated the consumer or the viewer feelings in finding what were behind the canvasses.

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It was all about triggerring the sense of questioning and searching. The same situation happened to the consumers in the real shopping malls, when window displays function not just to trigger the customers' feelings by presenting something which could bring the people's intention but also bring the curiosity. Similiarly with most of Christo's installation where he briliantly replaced the window display with the empty and blank canvasses which could project many assumptions and interpretations among viewers. The representation of the artwork could suggest that the consumeris always fascinated with something new and people tend to be more precautious with their environment which could stimulate the sense of obssesion.

Therefore, urban environment influences the consumers' feeling and perception towards consumerism as a whole. The behavior of urban people always depend on the space they enter. Urban as a known affluence of varying composition of not merely shopping malls but other structures too. Some places or environment are designed in away to suit the urban people condition. Places like cafes or restaurants are mainly built to cater to the need for relaxation and casual environment. It is a place to avoid in a busy and hectic urban society.

The environment and social interaction is significant in moulding up the consumerism environment, and the sensivities of the artist in potraying those interaction and environment are very much related to the urban lifestyle development. The rapid growth of shopping malls, the stores, cafes, restaurants and many more could change urban people's behavior and determine the interaction between people and environment they face.

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In summary, the selection of the artists mentioned above are selected is based on the interaction of environmental factors and space that are highlighted in the production of works of artists referred. The reference artists approach brings real objects or images in the production of their works as produced by Andy Warhol or Guillaume Bijl and Peter Blake whereby more focused on the representation of the real atmosphere through application materials processed and placed in the exhibition space in making representations on aspects of consumerism. Through the some adaptation from references artist, and slightly differences in terms of materials, and presentation, it's the influence of space and environment use become a guidence and some examples in this research project.

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### 2.2.3 Materialism and Life style.

**Richard Hamilton, Eduardo Paolozzi, Tom Wesselmann Tom Sachs and Cleas Oldenburg.**

Urban lifestyle is tightened by the influence of materialism. Most of the construction of lifestyle were more inclined towards fulfilling the people's satisfaction and obsession by consumption of objects or products. In these issues several artists have been selected for identifying the aspects of materialism and lifestyle in their work.

Artists such as Richard Hamilton, Eduardo Paolozzi, Tom Wesselmann and Tom Sachs are among those using quite similiar topics. The evaluation of

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their works was based on the aspect of image constructed and how the idea of materialism was projected in the artwork.

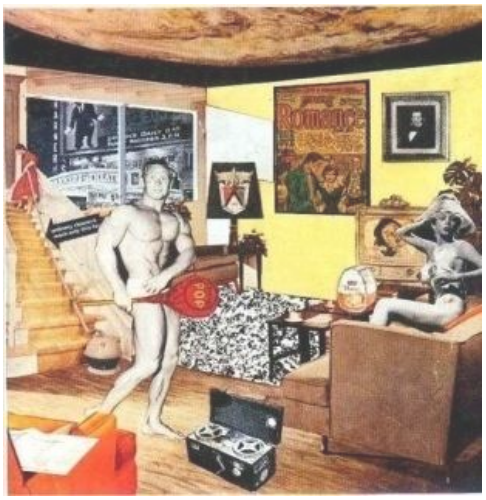



*Figure 2.2.3.1* Richard Hamilton, *Just What Is it that Makes Today's Homes So Different, So Appealing*?', (1956).

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*Figure 2.2.3.2* Richard Hamilton, *Interio*r, (1964).

Consumerism and materialism could be socially criticized through the forming of art pieces, as seen in the collage work of Richard Hamilton's *What Is It That Makes Today's Homes So Different, So Appealing,* 1956 and *Interior* 1964, (Figure 2.2.3.1 & 2.2.3.2). This artwork might be considered as a

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projection of a typical social urban lifestyle during the 1950's. The construction of symbolic meaning through material objects could be associated with the social living which confronted the everyday consumer market and was reflected onto individuals or families. As Livingstone, Marco (2007) in *Pop Art: A Continuing History* stated, the work of Hamilton (Livingstone, Marco 2007, p. 36) :

> ...refers to twentieth-century technology, popular entertainments and systems of modern mass communication in the form of photography, televison, tape recorders, newspapers, the telephone and the cinema...convenience foods, domestic appliances and advertising imagery (the Ford insignia as a lamp shade) and space travel (the aerial view of the planet disguised as the ceilling), comic books (masquerading as a framed painting); the eroticism of pin-ups and muscle-man magazines; and even an early use of the world Pop in the larger-than-life piece of American candy held by the body-builder. Through such ready-made images Hamilton here addresses himself to modern concepts of love and leisure, to the comforts of consumerism and to the over crowded conditions now accepted as the norm in Western society.

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The collage produced by Richard Hamilton in 1956 was a clear representation of the consumer culture of the time. The artworks included in the catalogue of *"This Is Tomorrow"*, the Independent Group's seminal exhibition at the Whitechapel Gallery, London, depicted an enormous rise in the material

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standards of living as a result of Western consumer culture during the age of industrialisation.

The Hamilton's works presented the consumer world taking control in the form of materialistic objects which became a part of home life. The symbolic culture of living could be interpreted as anything from house appliances to personal belongings. Each of the images used in the artwork was representational of social value culture. Commodities or production of house goods or objects became a functional value perception for the society itself.

The artwork with images drawn chiefly from American illustrated magazines *Ladies Home Journal* portrayed the obsession of British society's enthusiasm and aggressiveness of American consumer culture at that time. In addition, the artwork show that consumers desired products to use instantly, which could be seen as symbolic aspects of lifestyle. According to Marshall, J. (2006) "During industrialization, food, drinks, clothing and other items were used as social markers, symbols and signs" (p. 2).

Marx (1976, as cited in Lloyd, 2008), once described commodity as "an object outside us, a thing that by its properties satisfies human wants of some sort or another. The nature of such wants, whether, for instance they spring from the stomach or from the fancy, makes no difference" (p. 11). The ability of commodities to satisfy human wants and desires is just one facet of the commodity. This was what Marx (1976, as cited in Lloyd, 2008) referred to as the "dual nature of value" comprising of use and exchange-value" (p. 11).

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The satisfaction and pleasure associated with owning an object or commodity is obviously strong. The experience of projecting one self as part of the symbolic and expressive value of consumerism would attach or associate the psychological meaning of lifestyle. Social environment and interpersonal interactions strongly influence and shape consumer consumption experiences (Bearden, Netemeyer & Teel, 1989; Verhoef et al; 2009).



*Figure 2.2.3.3* Eduardo Paolozzi, 'Sir, *It's a Psychological Fact Pleasure Helps your Disposition*, (1948).

Meanwhile, Eduardo Paolozzi in his art piece titled *Sir It's a Psychological Fact Pleasure Helps your Disposition*, 1948 (Figure 2.2.3.3) presented the obsession and fascination with popular culture and the technology of everyday goods. These collages were mainly made from magazines given to Paolozzi by American ex-servicemen. Images in the artworks were apparently concerning commodities or products which had desired characteristics, yet were useful and functional (Tynan, 2010).

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The artwork showed how factors of materialisation of sophisticated house appliances brought experience and satisfaction in living to Western families. In general, images of the artworks clearly portrayed products with the potential to improve the job of a housewife.

The production of certain objects, commodities or goods are designed to perform a particular function and the core benefits of the product are in the usability and ability to fulfill and satisfy consumer needs. Consumer expectations of the product are that it is functional, efficacious, easy to use, can be defined by physical evaluation, appealling, long wearing, and perform as expected. The era of industrialisation has simply changed the way in which people react to their lifestyle according to the current situation or trends, whereby all the products or commodities made are pleasant and easy to use. The more certain products are satisfying to consumer needs, the more people love to buy them.




*Figure 2.2.3.4* Eduardo Paolozzi, *Dr. Pepper*, (1948).

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Paolozzi portrayed a similar theme in other works which criticized personal or individual perceptions about luxury value. For instance, his works *Dr. Pepper*, 1948 (Figure 2.2.3.4) appeared to present the strongly individual and enthusiastic society towards materialism.

Western society is bombarded with objects and commodities which are designed to provide personal pleasure, and which are important in maintaining lifestyle: Luxury cars, beautiful young ladies, motorcycles and other bountiful objects which consume time convey the symbolic meaning of an exotic society surrounding Americans. Similarly Richins (1994, as cited in Hanzaee et al: 2012), wrote about "materialism as a system of personal value" (p. 1447).

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The environment and the ability to experience the use of commodities bring greater pleasure to most of society. Herbert Marcus (as cited in Mohd. Hamdan Adnan 2000, p. 2) stated that:

> The people recognize themselves in their commodities. They find their souls in their automobile, hi-fi set, split-level home, kitchen equipment. The very mechanism which ties the individual to his society has changed and social control is anchored in the new needs which it has produced.

Materialism is not just about the physical products which benefit and satisfy psychological needs, but also about creating and shaping lifestyle through obsessive consumption in order to express one's identity. The lifestyle

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and the value of consumption surround people particularly in the urban society. It is the process translating the simbolic idea of living into an object.

Through consumption the value of a person or individual will be projected as personal identity and status among a group of people. In any condition people will create a certain condition to make some difference and through the materialism the differences could be projected in a very clear form. Featherstone M. (1999, p. 13), stated that,

> ...the more strictly sociological view, that the statisfaction derived from goods relates to their socially structured access in a zero sum game in which satisfaction and status depend upon displaying and sustaining differences within conditions of inflation. The focus here is upon the different ways in which people use goods in order to create social bonds or distinctions.

The work of Paolozzi potrayed the sense of personal enthusiasm towards building identity through the consumption of objects and commodities. Every selection of the images in Paolozzi's artwork represented how they conducted their every day life. Wiedmann, K. P., Hennigs, N. & Siebels, A. (2007, p. 3). posited that,

> ...While the consumption of prestige or status products involves purchasing a higher-priced product to embellish one's ego the term — luxury and the consumption of luxury goods involves

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purchasing a product that represents value to both, to the individual and their reference group." Therefore, in addition to the socially oriented luxury brand consumption and the human desire to impress others.




*Figure 2.2.3.5* Tom Wesselmann, *Still Life Number 36*, (1964).

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*Figure 2.2.3.6* Tom Wesselmann, *Still Life #30*, (1963).

Another artworks from artist Tom Wesselmann in a few series could be interpreted as the current trend among urban consumersas in the work of '*Still Life Number 36*', made in 1964 and '*Still Life #30*' made in 1963. (Figure 2.2.3.5

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& 2.2.3.6). A large still-life composed of a table laden with images of fresh and packaged food and balanced with pink refrigerator door and replicas of 7-up bottles, most of the images used in Wesselmann's pieces used everyday images or replicas of objects in constructing his work.

Projecting the images box of ciggarettes, instant food, refrigerator, canned food and others, could be desribed as translating how the aspect of commodities takes a huge role in completing the circle of life in social life. Wesselmann incorporated all sorts of materials in his work: advertising billboards, plastic flowers, television sets and neon signs as well as reproductions of paintings, succesfully potraying the ways of living among societies in America.

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Bound by the urban culture system, the use of objects and commodities from mass production will be affected by the time consumed, space and facilities provided in the urban environment and eventually contributing a meaning in individuals or groups of people.

Marx, (as cited in Mendoza, D.Y., 2010) once stated that "Production not only produces goods; it produces people to consume them, and the corresponding needs" (p. 50). Thus, when one "needs" he has to enter the realm of the social and when he enters he does not only exchange a commodity, but also language, concepts and signs.

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*Figure 2.2.3.7* Tom Sachs, *Nutsy's McDonald's*, (2001).

Tom Sachs, in his art piece *Nutsy McDonald's*, 2001, (Figure 2.2.3.7) introduced the concept of instant food in potraying the life of urban society. Urban environments packed with time consuming activities need some alternatives in managing the lifestyle. *Nutsy McDonald's* an art work that could represent the fast growing instant food brand among urban communities, something suitable for the social lifestyle in urban areas.

The brand of McDonalds is no longer absurd among urban people. Its specialty in providing instant and fast food attracts more people to consume such simple, cheap menu and it has become the most popular branded fast food chain in many urban societies around the world. *Nutsy's McDonald's* is a representation of urban enthusiasm and a part of the important aspect in food consumption among urban people.

The features of easy and fast service could solve time and space consumption in the urban lifestyle. The popularity of its brand name nowadays

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has become a trade mark in many urban societies. The food and the brand of McDonalds could be considered as a symbol of urban people.



*Figure 2.2.3.8* Tom Sachs, *Hermes Value Meal*, (1997).

Another work produced by Tom Sachs is *Hermes Value Meal* 1997 (Figure 2.2.3.8) could be seen as a sacarsm and critique where the artist potrayed the brand of luxury product as branding for the instant food. '*Hermes*', as far as we are concerned relates to the branded and luxurious fashion brand, but in the hands of Tom Sachs, it turned the cheap and common instant food consumed by most of the masses in society as a symbol of branded and luxurious product by adding the luxury brand name on top of the product.

The rebranding of the set of instant food would definitely change people's perceptions, views and treatment in accordance to the brand's title. In the aspect of materialism as discussed earlier, most of the urban people relied and depended on the brand name as a benchmark in achieving status symbols when they consumed something. Both art work clearly potrayed the significance of brands names in urban people's perception.

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The existing, respected and well known brands in the market, contribute towards creating value in urban society's perception. As mention by Kapferer (2004, as cited in Tatt, K. E. 2010) says that "a brand is a set of mental associations, held by the customer, which add to the perceived value of a product or service" (p. 3). Meanwhile Tatt, K. E. (2010) stated that " These associations should be unique (exclusive), strong (salient), and positive (desirable). To many, a brand suggests the best choice, while others see a brand as something the customer knows and will react to" (p. 3).

Urban people's lifestyle is more concerned about putting their ego and statisfaction in the first place to fulfill their lifestyle commitments. The aspect of materialism in the form of brand names and popularity have become a part of the way of life in urban people's perception. In addition, according to Merino, M., & Gonzalez, S. (2008, p. 16) Stated that :

> Brands play a critical role for consumers in terms of communication and identification. Brands offer a compass to guide them through a purchasing environment typified by too much information. The brand is seen by most consumers as a sign of quality, assisting them to make their purchasing decisions. A brand can also serve as a social business card, expressing membership in a certain group. Premium brands, for instance, can even engendera sense of distinction and prestige. Moreover, in the developed industrial and the newly industrializing countries, brands have actually become part of how people build up their

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identities and gain fulfillment in their personal lives. Consuming certain brands is also a means to communicate certain values.

Thus , from above statement , this shows that the brand has become a form of interest not only for the needs of the product but it is a form of communication and connection in relationships between consumers and producers that make up the implied power that would eventually show some form of identity is formed.

In materialism, products or commodities such as apparels, household goods, personal belongings and food are becoming products with symbols of passion and obssession. The style in the consumption of certain products also has a part in the materialism concept itself. The more trendy, easy, and efficient commodities are suitable to the current demands of everyday living.



*Figure 2.2.3.9* Cleas Oldenburg, *Pastry Cakes*, (1961).

*Pastry Cakes* by Cleas Oldenburg made in 1961, (Figure 2.2.3.9) one of the installations done in *'The Store'* exhibition, represented the characters of

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popular pastry in colourful form, presented in a transparent glass box similar to those at the pastry store. It could be intepreted as an idea of urban society's way of living in facing the abundance of colourful, trendy and popular objects not only as products to wear but also including the food as well.

Oldenburg as cited in interviewed by MOMA, (2013) once said that "I work with very simple things that I come across while walking to work," Oldenburg explained in 1964, "such as a certain kind of pastry ...or certain kinds of displays or presentations and advertisements that I naturally come across as part of the urban landscape" (MOMA. Learning (n.d.). para. 1).

As conclusion, the artwork presented by the five artists were significant in projecting the sense of materialism and lifestyle among urban society, potraying the passion and obsession of urban people in continuing their way of living. The relationship between materialism and life style could not be separated but intertwined together and eventually moulding the society's belief and behavior. Through the artwork produced, could be seen as a sense of how urban lifestyle had been projected in the form of materialism and finally effected through their living style.

The references artist such as Richard Hamilton, Eduardo Paolozzi, Tom Wesselman, nor cleas Oldenburg became a guide in this study in terms of the way they manipulate a different images from differences source in order to construct the artwork. The images used in refrences artist more likely direct interpretation of consumer issues. Through the paper cutting and collages the

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elements of consumers value been projected in those references artist artwork, but in term of adaptation to the this research project artwork, the elements of collage applied not in physical way but more implementing through computer software such as Photoshop. This is due to get the closes way to the sense of advertising elements and related to the study themes.

### 2.2.4 Commodities: Obsession and Satisfaction.

**Andre Grusky, Denis Darzacq, Duane Hanson, Michael Landy, and Claude Closky.**

> It is of particular interest to determine the way in which the commodity contributes to the reproduction of the status quo, what makes it so important and what maintains its prevalence in capitalist society, this will require an understanding of the cultural importance of commodities in modern society and now commodities have come to be associated with culture itself (Llyod, G. 2008, p. 1).

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Commodities exist not only to fulfill the needs of people towards everyday necessities but also for economic development purposes. It carried out human psychology and behavior through its consumption. The commodities become significant in urban society due to the obsession to ego and the satisfaction in continuing everyday life.

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Everyday lifestyle practices among the urban community have become factors in moulding and shaping the obsession towards commodity. The psychological desire in submiting to their satisfaction turned the favorite material into precious commodity. Even though the material itself is just a physical object with certain features, but its influence could be more powerful to change and manipulate a person's feelings. Marx (1961, as cited in Lloyd, G. 2008) mentioned that "a commodity as "an object outside us, a thing that by its properties satisfies human wants of some sort or another" (p. 11).

The role of commodity and its relation in shaping individual identities, have become a part of every day competition. Everybody fights for their owns objectives in finding satisfaction, it is about one self and how the consumption of the commodities could change and contribute in building up personal lifestyle. As Stuart Ewen (1988, as cited in Sturken, M., Cartwright, L., & Sturken, M., 2001) stated "commodity self"-idea that our selves, indeed our subjectivities, are mediated and constructed in part through our consumption and use of commodities" (p. 198).

In addition Sturken, M. et al. (2001) posited that "Clothing, music, cosmetic products and cars, among others things are commodities which people use to present their identities to those around them". It showed that the production of commodities in the market could stimulate more options, choices and huge potential in selection.

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There are a number of factors which influences the selection among consumers regarding the commodities, choices and obsession. According to Taubers (1972) the influences of commodities towards consumer choices and obsession depended on the behavior of the consumer the sensory stimulation, deversion, self-gratification, learning new styles, physical activities, social experience, communication among friends, status, authority and peer group attraction.

All these influences will make a mark in determining the obsession and satisfaction in accomplishing their lifestyle. In order to look closely at how commodities influence the social lifestyle, a few artists were selected and identified. Artists such as Andre Grusky, Denis Darzacq, Duane Hanson, and Michael Landy and Claude Closky had been selected and analyzed to find some similiar interpretations related to the idea discussed. Most of the artwork were focused on how consumers dealt with commodities to fulfill self-satisfaction.



*Figure 2.2.4.1* Andreas Gursky, *99 Cent*, (1999).

Andrea Gruksy in *99 cent II* made in the year 1999, (Figure 2.2.4.1) using C-print mounted onto arcylic glass, showed the image of shopping malls

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with countless products or commodities displayed on racks and shelves. Its clearly showed to the audience how the consumers had been bombarded by the production of products or commodities in huge amounts and in various forms, colors, brands and many more features. Through the experience, needs, satisfaction and peer recommendation could be the influence in making choices.

Branding has become the most influencial factors when consumers face such a huge variant of products in the market. People who are ready with their favorite brands would not hesitate to grab such brands. Definitely every company will promote their products in better ways, through the advertisements and use the most influential images, implementing the most cache brand names and many more applications done by many companies in order to sell the products.

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The huge amount of goods produced sometimes increases the possibility in choice making but could also confuse the consumer. Unconsciously the artwork produced by Andrea created such a rhythm of colors and shapes from product displays. It potrayed how the consumers shaped their lifestyle with commodities and products in every day living. The power of option will drive the consumer in making choices of huge and massive production of commodities.



*Figure 2.2.4.2* Denis Darzacq, *Hyper No.5*, (2007).

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*Figure 2.2.4.*3 Denis Darzaq, *Hyper No.4*, (2007).

Another artwork produced by Denis Darzacq titled *Hyper No. 5* and *Hyper No. 4* (Figure 2.2.4.2 & 2.2.4.3) using the C-print photographic medium, could be interpreted as the moment of how commodities affected the life of consumers. Every person who enters any store will 'freeze' looking at the huge amount of commodities and products in front of their eyes. Generally consumers will be awed by the large number of commodities surrounding them. It seemed as if they have been 'frozen' by the products.

The products located on the shelves and racks communicate through personal consumer experience and knowledge. The more famous certain products are, the more obvious in the eyes of customers. The artwork potrayed how people surrounded by the products will be caught and awed by the colorful products on the display rack. The various commodities sold in stores represent the urban consumers' demand towards variety option. The mass production of commodities has become symbols of urban society's aspirations in completing and submitting to their lifestyle. The obsession and statisfaction of each product could fulfill the people's desire. Bunyan, (2009, para 1) once stated that the artist:

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> Denis Darzacq was drawn to the trashy, consumerist nature of the French Hypermarkets (the equivalent of our supermarkets) and the hyper colored backgrounds they provided. These supermarkets offered a sharp juxtaposition to the sublime, almost-spiritual bodies that appear to float in their aisles.

Confronting between products in the store sometimes make us act and think according to what we believe and practice everyday. The artwork mirrors the obsession and satisfaction of our own life. It is obviously mainly for urban consumer consumption. Lichfield, (2008) in his comment in *The Independent* stated that the art work, "The images have a political meaning, if you like. They ask questions about a society in which we are expected to define ourselves by what we have – what house, what car, what clothes, what shampoo – rather than by what we are" (para 4). In sum, what we can say is commodities that we use and consume represent ourselves in front of other people.

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Every choice a consumer makes depends on his or her personal obsession and belief. The spiritual elements always have aplace in the selection of certain products or commodities. The behavior of consumers as buyers will determine the products and commodities they buy and eventually will represent the personal life of that person. Nor Aishah Zaha Zainal Abidin & Azlaini Abdul Aziz (2011) posited that "They clearly state and suggest the mode, lifestyle and trend that are associative to the products displayed. This clearly signifies that the

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imbued meaning residing within the displays have successfully been transferred to the targeted audience" (p. 65).



*Figure 2.2.4.4* Duane Hanson, *The Supermarket Lady*, (1969).

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*The Supermarket Lady* by Duane Hanson, 1969, (Figure 2.2.4.4) quite obvious criticized the relationship between obsession of products in the market and how it affected people in every day life. The artwork represents a middle aged woman with full of products carried in one single shopping cart. If we observe closely, it can be identified that the obssesion in buying products had become a normal routine especially for people who live in urban areas.

The demand about product consumption became bigger in urban societies. The needs and obsession always turned into stimulation in the proces of buying. The ability of the store to provide all that the consumer needs changes the consumer perception towards commodities. Sometimes people buy in a state of unconsiousness, they will grab all products without noticing the brands

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obsessed to buy things. Shopping malls or the stores could become a place for therapy.




*Figure 2.2.4.5* Michael Landy, *Bargain, shopping trolley*, (1992).

Similiar to Duane Hanson's, the artwork produced by Michael Landy, *Bargain*, *shopping trolley*, created in 1992, (Figure 2.2.4.5) represented the situation of how the bargain campaign became an issue in potraying the enthusiasm and obsession of people towards products and commodities. In his work, Micheal Landy imposed most of the products inside one shopping cart.

The text used will stimulate the consumer to take a look. It happens too in the real shopping malls or stores, where the most practical way to announce about the product is through sign systems. In the artwork the promotion slogan Such As *"Bargain*", "*Out Of Bussiness*", "*Last Week*", "*Crazy Prices*!", *"Top Bargain!*" And "*Everything Must Go*!!!" "*Buy Now!*", "*Massive Discounts*! was used to attract people to buy.

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Each individual will unconciously act according to the situation in his or her surrounding; promotion campaign will attract people's attention more. Half price, ten percent discount or fifty percent discount will give consumers the stimulation to buy the commodities. This situation is more apparent during festive seasons.

There are lots of strategies made by the store owner to sell their products. Normally people are very keen in finding the cheapest, branded and famous products. The competition in owning those popular products or commodities play a significant role in commodities' popularity.



*Figure 2.2.4.6* Claude Closky, *The Supermarket,* (1996-1999).

Meanwhile Claude Closky in his work *The Supermarket* (Figure 2.2.4.6) made between 1996-1999, projected such a massive amount of brands and product images on the wall. Itis quite similiar to the pamplets or brochures in any store. The artwork represented the production of most of the products sold in the supermarkets. Most of the time the supermarkets or stores update their current

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products and might have some announcements about discounts for certain items through printed catalogs or pamphlets. It will be sent direct to consumers houses.

Those pamphlets are symbols of the commodities and consumer obsession towards products. They show the products or commodities are significant in human life. In the artwork there seemed such an endless multiplicity of products in the supermarket. Starting from brand names, product sizes, colors imposed on products, the physical forms and shapes of the products, even the price of the product itself. Consumers will definitely identify, select, compare or be loyal and finally to choose the most satisfactory products or commodities.

The store is always overcome by consumer needs, it will provide everything to fulfill consumer satisfaction. The artwork projected how consumers in particular circumstances find themselves as small persons surrounded by the products and objects. Supply and demand in the market is a sign of consumer obsession in satisfying spiritual and physical needs. Commodities exist not only to cover the necessities of people but indeed behind it the pleasure and excitement are born and spread among consumers and then become cultural effect.

Featherstone, M. (2007) stated that the commodities not only cover everyday routine in life but they contribute in shaping the emotional. He posited that, "...there is the question of the emotional pleasures of consumption, the dreams and desires which become celebrated in consumer cultural imagery and

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particular sites of consumption which variously generate direct bodily excitement and aesthetic pleasures" (p. 13).

In conclusion, the production of artwork are showing how the commodities more or less will effect the way people perceived things or object. It reflects the living system of people either as personal or as group of societies whereby emotional pleasure always take place in every consumption activities. Hence, the possibilities in consuming things become more and more easier and obvious when the value of obsession and satisfaction towards objects no longer restricted to one or two products but being offer in massive production through market choices. Thus, commodities definetly it brings out human psychology and behavior through its consumption. The commodities or products become significant in urban living due to the ego and the satisfaction among society in continuing everyday life. Through the artist references, the elements of commodities in this research could projected through the manipulation of photography images in way to convey the issues. The elements of repetition seen significant to use as main element. Repetition is a form of value is significant in the works based on commodity issues. This element seems essential as a guide in producing works that were planned.

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### 2.2.5 Brands Symbols: Commodities as Product of Desire.

**Barbara Kruger, Andy Warhol, Luo Brothers and Gunilla Klingberg.**

Lifestyle within consumption activities contribute towards shaping brands as social symbols in urban living. The consumption of commodities and objects in everyday routine, unconsciously turn into a belief system in a society. Most of the people in an urban society will put their ego and status as priority when consuming products. Certain products carry different status in society. Brand names such *Bvlgari, Chanel, Versace, Prada, Apple* or *Ferrari* contribute significant connotations in determining the status level in society.

Symbols of product brands among the community give the image of representation in the lifestyle of the owners. They way they talk, act and mingle is affected by the symbols of product consumption which form the perceptions and identities towards the brands involved in maintaining the status symbols. The owners eventually earn the exclusivity, satisfaction and excitement through these.

Product and commodity brands could contribute in constructing the symbols of style or status and at the end these will be imposed on the consumer perception. The obsession towards brands exist in society through the adaptation of product brands consumption moulding the social lifestyle and followed by others.

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The relationship between product brands as symbols of status could contribute in changing and reflecting an individual's behavior. This is because the symbols of luxury products definitely give high reputation. Survey on the American community about brand images being increasingly used as forms of personal statements. Marketing News, (2003, as cited in Kuksov, D., 2007) wrote: "The vast majority of Americans feel that at least some of the things they own or do say something about who they are. [...] A majority also feel that the causes they care about (65 percent), what they wear (60 percent), and the car they drive (53 percent) says something about who they are" (p. 1)

Brands' attributes could be associated with the concept of value added and its implication towards driving the individual stimulation. Instead of only giving the stimulation, it also contributes to self-satisfaction where the brand symbols of product form the status level and determine the individual's personality. But there are other factors which implicate such a huge impact on consumer perception. Advertisements, as mentioned earlier in this writing, give such termendous stimulation in the early perception of consumers promoting the brand names and could sometimes be turned into symbols of culture.

Baudrillard (1996, as cited in Mendoza, D. Y., 2010) posited that "we consume the product through the product itself, but we consume its meaning through advertising" (p. 53). Advertisements, in general could be a platform in stimulating the new desire among consumers through their methods of persuading. They could also affect the behavior of consumers when the role of advertisements spread frequently and widely among consumers. "They could also

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change the value perception of consumers as they–are evaluated positively or negatively by the customers and these evaluations accompany the brand's image" (p. 53). In addition as Harms, J. And Kellner, D. (1991) wrote "Advertising is significant because, in consumer capitalism, individuals depend on it for meanings its is a source of social information embedded in commodities that mediate interpersonal relations and personal identity" (p. 4).

Advertising should therefore be conceived as an important institution in the consumer society because it produces "patterned systems of meaning" which plays a key role in individual socialization and social reproduction. The popularity of brands always come from the role played by advertisements in sustainning the buying mood of consumers, it is vital for brands to become symbols in the consumer perception in order to fulfill the endless consumer needs and desires.

In accordance with the topic discussed, a few artists such as Barbara Kruger, Andy Warhol, Luo Brothers and Gunilla Klingberg had been selected to analyze and determine the issues related to the idea discussed.




*Figure 2.2.5.1* Barbara Kruger, *Buy me, I'll Change Your Life*, (2007).

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*Figure 2.2.5.2* Detail Installation of *Buy Me, I'll Change Your Life* by Barbara Kruger.

Most of the artists used the mundane images which exist in the surroundings. The artwork of Barbara Kruger, (Figure 2.2.5.1 & 2.2.5.2) '*Buy me, I'll change your life'* made in 2007 used the concept of promotion through persuasion.

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By presenting the artwork in promoting the signage format, Kruger made a few statements which created a kind of question and expectation among consumers, about what actually the store promotes. '*Buy me, I'll Change Your Life*' could look as a tricky challange to the consumers' perception.

In general, each company will promote its brands by presenting the image of the product itself, but it was quite different in this artwork, where by using only a provocative statement and hung inside the store it gave such a hidden objective and question. With the bright red color and white text it caught consumers' attention to look up wondering about statement. The way it was displayed like the promotional type of panel, the consumers will notice the

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appearance of the signage. The artwork was produced in collaboration with *Mother* advertising agency, and implemented such an injection of stimulation to the consumers.

The artwork could have a similar point of view with Seth, Newman and Gross (1991) who posited that according to them, brand value was based on the concept of the relationship between the seller, giving provocation or stimulation and creating the reason why customers should buy his products not others and how effective those products were in fulfilling consumer needs as well as satisfaction. Certain slogans will be imposed to attract consumers to react. It will create new perceptions and keep the consumers wondering about the benefits they would receive when they buy those products. By using advertising as a platform in providing such information and provocation, an enthusiastic feeling is created among consumers to search and find out what was happening and how to participate.

The words *'I'll Change Your Life'*, could be seen as how the role of advertising not only gives the basic information of products but also brings the consumers to another level of imagination and illusion about consuming things. Debord (1977 as cited in Elliott, R. 1997) stated that "the real consumer becomes a consumer of illusions" (p. 286). The strategy in promoting products with the provocation method brings the initial stimulation to consumers. It is very significant to create such illusions in the consumer's mind to increase the sale of products.

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*Figure 2.2.5.3* Andy Warhol, *Campbell's Soup Cans*, (1962).

Another artwork, *Campbell's Soup Cans* 1962, (Figure 2.2.5.3) a silkscreen print, by Andy Warhol was about the representation of his experience in consuming Campbell Soup in everyday life. According to Warhol stated that "I started painting Campbell's soup because I used to drink it. I used to have the same lunch every day, for twenty years, the same thing over and over again." (MOMA, (n.d), para 2). Therefore, it was a part of the presentation towards how brand names could become more effective in an individual's lifestyle.

The repetition concept used by Warhol was similiar to the advertising company in promoting products, whereby most of the advertisements will keep repeating over and over again on purpose to plant the image of products or commodities in consumers' minds. It is also the symbol of the behavior of the consumer on consuming things and the process of dominating the consumer's thoughts.

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The whole process of repeating is to construct the emotion and obsession towards consumer perception creating internal desire. Albert, N., Merunka, D. & Valette-Florence, P. (2010) stated that "...the emotional aspect of brand passion may include the consumer's attraction towards the brand, his/her desire to enter in or to maintain a relationship with it" (p. 2). The campbell soup is one of the consumer icons in America, where– its popularity brings different perceptions when consuming it.




*Figure 2.2.5.4* Andy Warhol, *Brillo Soap Pads Box*, (1969).

In addition, there is another art work which was made by Warhol, *Brillo Soap Pads Box*, 1969 (Figure 2.2.5.4). In other vision of *Brillo Soap Pads*, Warhol using the same concept of repetition in 3 dimensional form. The stack of soap boxes made using silkscreen and acrylic displayed on the floor gave such an obvious appearance to the audience. It might imitate what happened in the shopping malls or the store environment whereby some of the products displayed looked quite obvious in the form of colors or forms.

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The forms of mundane object had been exagerated to attract more audience to get close, or possibly to announce the existence of the brands in the market. Brands and symbols could create stimulation of the consumer through its appearance of physical aspects. The consumer must be informed about the product. If the product's appearance succesfully touches the consumer's heart, he or she will not hesitate to buy the product. The product desire is based on the symbols of brands and how it could turn the consumer hesitation into consumer confidence for certain brand names.



*Figure 2.2.5.5* Luo Brothers, *Welcome to the Famous Brands of the World*, (2000).




*Figure 2.2.5.6* Lou Brothers, *Welcome to the Famous Brands of the World*, (2008).

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Meanwhile the artwork produced by Luo Brothers artwork on *Welcome to the Famous Brands of the World* and *Welcome to the Famous Brands of the World* (Figure 2.2.5.5 & 2.2.5.6) focused on how the brands had dominated the society in China. The artwork produced in the year 2000 and 2008 represented how the globalization of consumer goods affected most parts of the world. The famous brands such Coca-cola, Pepsi and others are examples of the brand symbols that could change the social perception in consuming goods or products.

Both artwork presented the application of repetition of images creating the illusions through combining and manipulating the images depicted from brands such as Coca-cola or Pepsi. Most of the images employed by the artist were the most influential products in the market. Luo as a local artist in China had seen the domination of outsider brands in the local social lifestyle giving tremendous effect son the way society accepted and blended the brands as part of routine.

The artwork obviously represented the image of local baby figures with international famous brands, giving a sign of how the acceptance of popular international brands could change the perception of the brand names. Brand names which are carried through the products will turn into popular products desire culture among consumers. Roman, M., (2009, p. 2) posited that,

> ...Many consumer products and/or media are immediately linked to aspects of popular culture and lifestyle...” adding that “...while

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there are many dimensions of globalization, one of the economic aspects of it is that certain consumer products of particular brands are available almost everywhere around the globe (red labelled, sweet, caffeine containing, brownish fizzy drinks for example.

The Chinese society is currently dominated by the open market situation where most of the popular products other countries are now already in China. The economic refomation in 1978 changed the entire structure either in the form of culture or in the consumerism and consumption. The cheap labour in China brings huge potential to international companies setting up their production plants there, and eventually through the process, the local society will adapt their lifestyle to suit the situation how the brands could change the people's perception has become a symbol, through the commodities or product gaps between products and brand names which become more closed.



*Figure 2.2.5.7* Gunilla Klingberg, *Brand New View*, (2006).

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*Figure 2.2.5.8* Gunilla Klingberg, *Wheel of Everyday Life*, (2008-2012).



*Figure 2.2.5.8* Continue

Gunilla Klingberg's artwork *Brand New View* 2006 and *Wheel of Everyday Life*, made between 2008-2012, (Figure 2.2.5.7 & 2.2.5.8) showed her consistency to work on commercial information and corporate advertisements. Most of her work mainly concentrated on logos or brands signage that we encounter every day in the urban environment, in the media and which, almost virally, invaded our private dwellings to the extent that we no longer pay attention to them. According to her, "I employ symbols that are visible in everyday life" (www.gunillaklingberg.com).

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The logotypes and brands I use are neither glamorous nor 'loaded' brands like Nike. As an example, in *'Brand New View'*, Klingberg's installation at windows of Moore College entrance, she made bright orange vinyl patterns that illuminated the interior of the gallery with vividly patterned light. The combination of large elaborate designs were composed of smaller logos and brands found in supermarkets and the stores that were reconfigured into geometric abstractions.

With the aid of computer graphics, manipulating, repeating texts, these finally turned into decorative patterns or elements with psychedelic features. Most of Klingberg's art work were made in installation format. Her attempt to represent the props of materialism in forming individuals into consumers, and the installations became a part of the viewer's life.

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Klingberg's artwork were representations of our mundane habits turned into something spiritual. How we as consumers relate to most of the brands in the market becomes a part of our internal desires. Klingberg explored her interests in everyday consumerism. Supermarket outlets became part of her exploration in finding the consumer habits which could be part of the personal ritual obsession of everyday life. In her work, she made an installation which covered architectural spaces with ornate repetitive patterns that she created by manipulating product logos of supermarkets, big box stores, fast food and common household items.

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The combination of logos created another aspect of hallucination. It was quite relevant to the topic she employed in both works, where the existence of commodities and products was not only to fulfill the physical needs but it created and formed the consumers' hallucination in fulfilling their spritual desires. Through large-scale circular patterns, the repetition of brand names and logos, the art work turned into a sacred kind of mantras that could be associated with the life style of the consumer.

Brands and their influences towards consumers complement each other. From our view it seemed that her work could become the vibration of branding and symbols representation of infinite desire which continue to stimulate actively through the consumption of products and commodities.

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In conclusion, brands play an equally important role in shaping the perception among consumers. Each item contains a meaning that has been identified by the user. Brands contained in goods provides a form of satisfaction and flavors that appeal to every user. The works produced by some of these artists give the impression that the goods exist in the current market has a connotation of hidden meanings that lead to the formation of people's lifestyles. Acquires or uses a product that is popular is a form of satisfaction, self-confidence and increase the potential for each user and it seems to be the mantra for the sustainability of the construction of society lifestyle in general.

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The employment of artists artwork shows the use of materials either image or text from ads resources. The manipulation of texts and images from advertising through artwork projection can be adapted to this research as guidence in this research.

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# CHAPTER 3

# THE STUDIO INVESTIGATION (RESEARCH METHODOLOGY AND ANALYSIS)

## 3.1 Introduction

This chapter will elaborate further on research project methodologies used to conduct the research project. The research project method is identified through Self Critical Reflection, Studio Experimentation and through Contextual Review. This chapter also includes studio investigation conducted through three main phases with the first phase focusing on the shopping mall and luxury value, the second phase is on the shopping malls and casual value and the third phase through the shopping mall and interaction. In the form of artwork production, the concept of materialism and the consumerism of urban lifestyle will be discussed and analysed.

## 3.2 Methodology

This research project used the Studio Practice Research Methods, examining through three major aspects, namely, Critical Self Reflection by taking the

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approach introduced by Feldman E.B. (1994) which is 'Method of Art Criticism'. While the second is to carry out through Studio Experimentation and the third are through Contextual Reviews by regular critique sessions views on issues of contextual aspects of the artwork production. It also involves the Experts Review from the field, such as a professional artist, curators and academician.

### 3.2.1 Self Critical Reflection

This study examines the processes of formation of the artwork undertaken in accordance with the approach of critical reflection. Critical reflection is a form of method that can be used in giving a view of the subject. It was adopted as a method that works to analyze the nature of the subject knowledge. As stated by Mezirow, (1990) Critical reflection occurs when we analyze and challenge the validity of our presuppositions and assess the appropriateness of our knowledge, understanding and beliefs given our present contexts.

In addition there are some views associated with critical reflection like as expressed by Steier (1991) which stated that "Critical reflection could be thought of as a process of "thinking about the conditions for what one is doing and the affects" (p. 2) while Birch and Miller (2000, as cited in Smith , E. 2011) stated that "Critical reflection is perceived to be of value for surfacing the influences on, and effects of, thinking and behavior" (p. 2).

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The approach of critical reflection in this research project used the approach suggested by Feldman's E. B. (1994) which is more appropriate to the study in art practice.

#### 3.2.1.1 Feldman E.B. (1994) Method of Art Criticism

According to the Feldman's -'Method of Art Criticism' it is a form of method used to find and evaluate a work of art guided by four principles items, such as description, analysis, interpretation and judgment .

**1. Description**

The description aspect could be based on first, recognizable subjects, secondly the visual elements and their qualities and thirdly the technical qualities are being used in the artwork. In using description as suggested, the concentration will focus on visual qualities of the work that are obvious. It includes content and subject matter in representational works, and also includes abstract elements in nonrepresentational pieces.

**2. Analysis**

In the analysis it will focus on the formal aspects of elements of art, principles of design, such as size, shape, colour, textural surface and also space and volume relationship in the artwork and other formal considerations. Through analyzing the surface qualities of a work of art, it may discover the emotional qualities as well as the ideas conveyed by the art objects.

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**3. Interpretation**

The interpretation aspect will focus on identifying a single idea or concept that seems to sum up or unify all the separate traits of the artwork. The interpretation is the meaning of the work based on the information gathered from the collected information of description and analysis. In addition the interpretation will also discover the ideas and sensation or feelings collected in the artwork as whole.

**4. Judgement**

The judgement is based on overall strengths or merit of the work on the philosophical context of the artwork. Feldmen's identifies and describe three philosophies of art that seem useful for justifying critical judgement and they are based on formalism, expressivism or instrumentalism.

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However, all the above criteria mention in Feldmens' Method of Art Criticism will be used as a whole and unified in explaining the finished artwork. All four principle items stated in Feldmen's method will be used as one organization in a way to explain and elaborate the technical and contextual of the artwork instead explaining in single and separate items.

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### 3.2.2 Studio Experimentation

Through the studio experimentation, the research will be undertaken in form of several attempts in constructing the artworks by referring to the three main phases and issues that has brought up such as luxurious culture, casual culture, space and interaction culture which can be identified in shopping malls.

Studio experimentation is the development process to seek the research objective by experimenting through material and media manipulation. Studio experimentation acquires knowledge about concepts, materials, processes and applications. In the process it will develop an intimate understanding the practice, which is held at various levels of consciousness, depending on the experimentation engaged. As Edmonds, E. A., Weakley, A., Candy, L., Fell, M., Knott, R., & Pauletto, S. (2005) stated "In the creative arts, the Studio is the 'natural' working environment where the artist dreams, explores, experiments and creates" (p. 4).

The studio experimentation is a method to gain an artistic expression within the context of the study. As mention in Sjöholm, J. (2013), "It is argued that the studio offers insights into a making and knowledge that is investigative and experimental; into the practices and skills visual artists need in order to transform initial plans, ideas into material work" (p. 1) and he added "Experimentation and creativity in the studio is seen to rely on a productive and ambiguous tension based on the knowledge practices of contemplation and elaboration, critical thinking and bodily engagement, instruction and

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improvisation: the studio is a personal laboratory" (p. 1). Studio experimentation thus, is a location where the idea and material will meet and collaborate.

A number of experiments will be developed in the studio in accordance to the themes selected. In the studio experimentation, every subject or research issues will go through the processes of manipulating, transforming, improvising and reconstructing the idea and the materials. The experimentation through manipulation, layering, integration, and juxtaposition either in form of objects, image and texts based on the context of research are major aspects in making artwork process.

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Through visual and textual elements based on fieldworks observation and collected materials, using photography documentation and documents instrument such magazine, papers cutting, advertising pamphlets and related printed medium will be collected, integrated and reconstructed to form the artworks. As stated in Sjöholm, J. (2013, p. 16):

> Collected material and traces of the research that artists engaged in get joined, combined and re-combined, categorized and ordered through personal principles, rules and themes – often the theoretical and representational context in which they work but also through improvisations of the lived moments they experience inside the studio. The material gets sorted, selected, moved

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around and through such practices the collected material becomes personally categorized and classified.

Thus, through such specific activities in studio environment, new understandings and thoughts might come across, in a way to have more comprehension on the subjects of studies.

### 3.2.3 Contextual Review (Critique Session & Expert Review)

The Contextual Review undertaken in form of several critique session, which is conducted regularly in every 2 week throughout the research period. This Critique Session was attended by supervisors, lecturers and the postgraduate students. The response gained in critique session will contribute in developing the artwork production from time to time. It is partly to re-look and re-think the work produced accordingly to the relevant suggestion received. The critique session also invites a revision and reflection towards appropriate decision making in experimentation conducted in studio, and it is vital in artwork production. Hearing some suggestions could improve the research context and material communication to form an artwork.

The suggestion, revision and reflection in critique session could be based on the material selection, composition, formation or size or colour determination and many other aspects. Through revision and reflection in critique session, the ideas and suggestions will eventually get deeper; inquiries can be solved and also materialised. Thus, the critique session is significant in artwork production,

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it resembles the cognitive and reflection to construct and shaping the subjective idea in research into realities.

The contextual review in this research project are also based on the response collected from five (4) artists, five (5) academicians, and two (2) curators. Expert review is the evaluation of work by one or more people of similar competence to the producers of the work. It constitutes a form of self-regulation by qualified members of a profession within the relevant field. Expert review methods are employed to maintain standards of quality, improve performance, and provide credibility. In conclusion, the methods mentioned above are used in part to build or construct a more appropriate and relevant context in the research and helps in better understanding art work production.

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## 3.3 Studio Investigation and Analysis

In this section the investigation process to be conducted more detailed based on methodological approaches that have been mentioned before. It will look in more detail on how the issues that brought up been constructed and articulated with the production of works. The analysis on three-phase production of works based on, cultural luxirious in the mall, casual culture and also culture interactions that can be identified in the environment of the of shopping centers.

### 3.3.1 Phase One : Shopping Mall and Luxury Value, 2012.

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and

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transformations of buying and consuming serve as symbols of lifestyle in an urban environment. Shopping malls play a significant role in the consumer's psychological identity, providing them with the epitome of fantasy and aspiration.

According to the luxury indexes outlined by (Phau and Prendergast 2000; Eastman,1999; Kapferer 1998; Dubios and Laurent, 1994; Manson, 1992; Leibenstein, 1950) towards the evolution of luxury object or commodities, four factors support and shape luxury perception, namely money - the financial capabilitiy in buying products, functional value - the more expensive the better and quality of the products, individual value - regarding to consumers feeling, they feels special in owning a luxury items.

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As Eastman et al. (1997, as cited in Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007), state " While the consumption of prestige or status products, involves purchasing a higher-priced product to embelish one's egos" (p. 3) and social value, which is related to society perception when someone could buy the luxurious products, as Wiedmann, K. P., et al. (2007), stated "Concerning the motives for consuming luxury brands, it has to be stated that the notion of buying to impress others" (p. 3).

Shopping malls are the places to show, share and manifest the symbols of luxury lifestyle. The luxury brands located in shopping malls become a sign of urban people, potentially attracting a large group of society to experience both their tangible and intangible emotional as well as physical benefits.

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*Figure 3.3.1.1* Examples of luxury brands in Pavillion and Suria KLCC retail shops.

The most obvious brands promoted in shopping malls are about fashion, from men's and women's apparel, to handbags, to men's and women's accessories. The most popular brands such as *Gucci, Louis Vuitton, Burberry, Micheal Kors, Prada, Versace* (just mention a few) act as a bridge for the personal dreams between two entities namely, objects and people. (Figure 3.3 1.1). The process of investigation began with field work observations in order to understand the real situation and the current environment. The observations were made in KLCC, Pavillion and The Garden Mall in Kuala Lumpur.

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### 3. 3. 1. 1 First Artwork: *My Dreams Become True*, 2012.



*Figure 3.3.1.1.1* Examples of hand bags display at *Prada* and *Mui Mui*, KLCC and Pavillion.

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The first projects were focused on underpinning the obsession towards luxury objects. According to Danziger, (2004, as cited in Ayupp, K., Ling, L. N., & Tudin, A., 2013), state that, the reason why people purchase luxury products are because they want to "gain extra feeling of confidence, get memorable experiences, to be more special and unique" (p. 220) and in addition, Nia and Judith (2000, as cited in Ayupp, K., et al. 2013) state people love "to express their personality, as a status symbol, or to fulfil their psychological needs" (p. 220).

The visual aspects of luxury brand products are notable when strolling in the malls, particularly women accessories such as handbags. According to Juggessur, J. (2011), stated that "the phenomenon of obsessive consumption of luxury designer handbags has been fuelled by the exclusive image that is associated with luxury designer handbags" (p. 4). The influences from prominent celebrities have paraded these luxury designer handbags either in advertising or everydays lives increased the urge among women to purchase such items. As Malaysian artist Fazira binti Wan Chek also known as Era Fazira- 42, mention to news paper - The Star (2012), stated that "In many, many brands are available, I prefer Louise Vuitton handbags and it is one of the first international designer I have". (Beg Tangan Pelengkap, 2012, Sinar Harian). Another Malaysian Models Amber Chia 35, stated that she had about 200 handbags, of which 80 are international designer bags.

> I have a collection of handbags that much because I'm like matching accerssories such as shoes and clothes. I have a

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collection of various types and brands, including Louis Vuitton, Gucci, Prada, Chanel, Jimmy Choo, Versace, Coach and more again and she added that one of my favorite designer Hermes and it is among the most expensive collection that I have with the tens thousands.

Therefore from above situation, the appearence of celebrities and their attitude in consuming branded handbag reflects the ways consumers perceptions towards branded items. As mention by Rashid, M. Z. A., Nallamuthu, J., & Sidin, S. M. (2002). "Most of the popular product endorsers were female artists. It was also found that celebrities' endorsement enhanced the company as well as product's image. The Malaysian consumers also felt that advertising by celebrity provides some valuable information on the endorsed brand" (p. 549).

For some women, luxury designer handbags have overtaken the craze for expensive shoes from designers such as Manolo Blahnik and Jimmy Choo. Fashion connoisseurs state that women are more than ever seeking bragging rights' by owning a luxury designer handbag that will be the envy of their peers. Francesca Marotta, a fashion designer from West London, states: "I know a lot of women who will starve to get a handbag. I"ve got a lot of friends like that."(as cited in Juggessur, J. 2011, p. 1)

Furthermore according to Thomas, (2007, as cited in Han, Y. J., Nunes, J. C., & Drèze, X. 2013) Stated that "handbags are the engine that drives luxury

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brands today" (p. 11). The selection of luxurious handbags as subject of artwork production seem relevance. Hence, the Malaysian is a part of the international branded been marketed most in urban shopping malls such Kuala Lumpur. As stated by Tee, P. K., Gharleghi, B., & Chan, B. Y. F. (2013). "Fashion brand that includes handbags, sports apparel, wardrobe, and other fashion related products has now dominated the fashion industry products. Brands such as Gucci, Ralph Lauren, Calvin Klein, Armani Exchange, GAP and Burberry are considered as international brands are often marketed in Malaysia" (p. 31).

In addition according to Tee, P. K., Gharleghi, B., & Chan, B. Y. F. (2013, p. 31).

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> Looking into Malaysia business environment, fashion industry has been constantly changing in these few decades. From the olden days where local fashion brand was popular among the Malaysians especially for the generation-Y (13-31 years old based on the Department of Statistics Malaysia), but now international brand has been a hit over the local brand fashion products. Over these past few years, from 2000-2004, international brand fashion products has an increase of 2.9% annual growth rate that is around MYR 9 trillion. Asia Pacific has the highest international product with 50% of the world market, next is Europe with 21% and the United States is 16%. (Malaysia's Trade and Industry, 2006). These data show that there

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is huge demand for international branded fashion products.

Therefore, the use of branded handbag among the urban community in Malaysia is heavily influenced by factors such as demand, trends in fashion design among Malaysian consumers and the huge supply of goods in urban shopping centers and also how the companies promote their products. Therefore the selection of handbag as subject in producing the artwork seem releven and approriate in this research topic.

Most of handbags placed in the display racks, and it is a normal practice for retailers to display the products infront of their shops and some of the products itself are made in bright, fancy colours, consiously its' become even more noticeable under spotlights. The display of such products or any particular objects or handbags could attracts the consumers. Most of the retailers in shopping malls are concern about their window display and it become as regular practice by retailers to set up their displays in correct ways. As mention by Taskiran, Z. ( n.d. p. 4) stated that :

> The display window is accepted as the most important part of the store design because it is the first meeting place the customer has with a brand and it gives passerby a quick impression of the store. A passerby can hold an opinion about the type of merchandise sold inside.

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It become significance to promote consumers awarness and perception. As Matamalas, R. L., & Santandreu Ramos, M. (2009), stated that the "Displays are defined as those features or promotional activities at point of sale that show the product and make aware customers of their existence" (p. 10). In addition As Hooper, M. J., & Newlands, D. (Eds.), (2012, as cited in Matamalas, R. L., et al. 2009) explain, "merchandising display factor tends to focus on in-stores location and the shopping route to positively affect consumers' propensity to browse. In addition, attitudes towards visual product presentation influence purchasing behaviour in the store" (p. 10).

The process of documenting all relevant materials according to the location of shops Versace- Ground Level LC–G02, Prada Ground Level G31, and Burberry Ground Level G43/G43B/G43C. The documenting of visual and texts material included the images of advertisements which display the pictures of men's or women's clothing including handbags, and the signage of shop names.

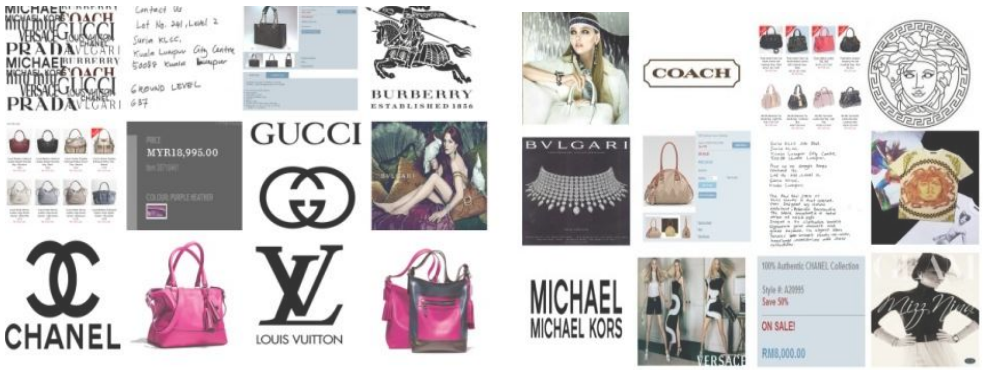



*Figure 3.3.1.1.2* Some example supported images such as logos, brand name texts, advertisment and others related material used to construct artwork.

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However, besides using the primary visual material from the actual location in shopping malls, supportive material is drawn directly from shopping mall display featuring conventional promotions such as paper advertisements, flyers and similar sources (Figure 3.3.1.1.2). The image used are from specific brands like Chanel, Michael Kors, Gucci, Coach, and ohers, it also includes variation of prices range such as RM 3500, RM18,000, RM8,000, and also the addresses of the companies, as well as other important information like the image of handbags in variety forms and colours, logos, models related with the ads.



*Figure 3.3.1.1.3* First experimentation on composition and colour development of studies. Size 92 cm x 92 cm (each panel).

The process of making the artwork started off by making first experimention with colours and composition (Figure 3.3.1.1.3). The choice of images contained in this artwork is build layer upon layer to form a suitable composition. The images have been identified and arrange to suit with the suitability and overall propotion of the artwork. All of the collected materials as mention before was used to identify the most appropriate images and texts which could best represent the theme of the artwork.

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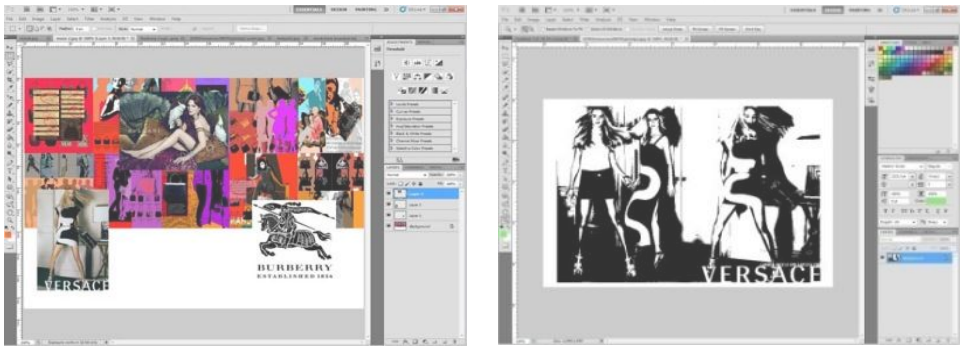



*Figure 3.3.1.1.4* Constructing of the images using Adobe Photoshop in making the experimentation.

By using Adobe Photoshop, manipulations and modifications were made (Figure 3.3.1.1.4). The tools such Thrashold, Level, Brightness, Contras and others related tools contained in Photoshop software are utilized in way to form the desire image and composition. The experimentation through Photoshop software is made in way to identified the appropriation of images, colour and text arrangement in the artwork and to justifiying the theme discussed. By using Photoshop the process of forming the image layers, become more easier. These images are superimposed to form a unity in this artwork. The process of repetition, reduction, enlargement is conducted to form the formation so that it fits with the theme of the artwork. The choice of bright color and it is suitable as representation of the modern shopping mall environment with cheerful and active. It is also to build a mood that can be associated in normal advertisements.

As Pegler (2006, as cited in Taskiran, Z (n.d) ) describes "Visual Merchandising as the presentation of merchandise at its best; color coordinated, accessorized, and self-explanatory" (p. 3). Furthermore, the selection of colour

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are significant in creating a mood and consumer psychology as mention by Pegler (p. 6).

> Color psychology is very important in visual merchandising. Colors can immediately create a mood. Most of us have colors that tend to cheer us up when we are feeling down and colors that calm us. Each of us also has colors that can make us physically feel hotter or cooler.

The use of Photoshop software version as a medium in the production of this artwork is more suitable for the regenerative process to form the desired image. It also is part of the aspect that is often used in the production of advertisements appearing in the large shopping malls. The process through photoshop manipulation is used to meet the required ratio of styling. As mention in Gross, Larry P. & Katz, John Stewart, (2003, as cited in Sullivan, K., 2004) "In the increasing digital age, photo manipulation has become an increasingly popular way of re-formatting images to create a desired effect". (p. 28). And in addition, Gross et al. (2003, as cited in Sullivian, K. 2004, p. 28).

> Photoshop and other photo enhancing and editing programs have allowed people to take a photographic image and edit it in any way the creator desires. Layers can be manipulated to multiply numbers of people in the photograph just as easily as a human's body can be airbrushed to display "perfection" or "beauty".

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The process continued with the analysis of first experimentation, Its' involve in identifying the proper size of the artworks, possible space manipulation, breathing space relating to image and texts manipulation and the use of appropriate images and texts. Some of the images and texts were removed in order to make the artworks more precise and focused. After several judgement instead it become as purely finished artwork. The first experimentation seem having pontential could be become as platform of background for the finished artwork. Refering from pervious experimentation finding, too many images and texts in one particular space, the lack of breathing space should be avoid in constructing background.

Another set of background was made and the concept of over layer technique between images and texts took on an important role in the artwork. At this level, the objective is to make it as simple as possible.




*Figure 3.3.1.1.5* Details of some abstraction of the texts and images from retail outlets in shopping malls used as background and supported by others images such as mannequins and luxury brand logos.

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*Figure 3.3.1.1.6* A sample of completed background

The background consists of abstraction from the texts and images (Figure 3.3.1.1.5 & 3.3.1.1.6). By making as simple as could, the combination of texts and images taken from the logos of products like Channel, Gucci, and also accompanied by the image of a model silhouette, logos, price of product, luxury retail address, and also some images of handbags. The process of abstraction are made to form as background for the artwork. Through the application of Photoshop software, images used been simplified. The use of tools that are available in Photoshop such as Thrashold that allows images to be set as simple as could. Then the process continue with overlaid images of one another.

The combinantion between images and texts are significant role to represents as luxury context of consumer in which layered in urban lifestyle. As Graber (1996, as cited in Cope, J., Fifrick, A., Holl, D., Martin, M., Nunnally, D., Preston, D., Roszkowski, P. , Schiess, A. & Tedesco, (n.d), said "combining pictures with words makes the message more memorable" (p. 8). The mixture

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of desire object and the stimulation from advertisments and many more influences and yet moulding supritually and physically consumer life. It can be as suggestion towards symbols of how urban society percieved and fantasized the luxury items. A sample of completed background are ready for the next step.




*Figure 3.3.1.1.7* Sample of two major images which used in final artwork.

The process continued with combining the major images which represent the main features in many luxury retail, handbag, The selection of handbags took from brand which represent the luxury items such as Bvalgari, Micheal Kors, Gucci and many more (Figure 3.3.1.1.7).



*Figure 3.3.1.1.8* The final sketch work includes a selection of handbags with an abstract background.

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The combination of a background and handbags (Figure 3.3.1.1.8) is used purposely to create a focal point highlighting obsessions in the urban luxury lifestyle. The over layer technique between the background and the foreground in the artworks represent the symbols of obsession and fantasy of the luxury consumers. It seem related in the context of luxury aspect in creating a layers of emotion,. As mention by Phau and Prendergast (2000, as cited in Park, K. S., & Reisinger, Y., 2009) refer to "luxury as uniqueness, excellency, magic, sensuality, or dream" (p. 763). Urban luxury consumers live with some of kind emotions and dreams towards their obsession. The dreams of luxury objects become more obvious, bolded and blended, and keep floating in their minds.

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*Figure 3.3.1.1.9* Complete artwork with several types of handbags. *My Dreams Become True,* (2012). Digital print on canvas, 92cm x 92 cm (each panel).

The final artworks consist of the abstracted images and texts (Figure 3.3.1.1.9). The constructed background images are significant in terms of grouping all of the information in one space, creating a reflective environment and also symbolizing the complexity of urban society in consuming luxury

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products as part of their lifestyle. The combination of bright colour, subject arrangement from various form and texture of handbags between background and foreground seemly appropriate. The overall image making of the artwork as closely as a part of representation in the nature of advertising. The artwork could become as suggestion in enhance the way ads can represent in the public which is to be more focus and establish on the subject used.

The artwork presentation could be associate with the gigantic billboards advertisment which is normally presented in very large texts or image by mean to attract peoples attention. Adekoya, O. A. (2011) once mention that the purpose of advertising is "Persuade customers to buy: Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product" (p. 12). And in addition Adekoya (2011) in the same research explain, ads also related in creation of demand: "Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market" (p. 12).

Following the sense of adverstisment characteristic in persuading audiences, the creation of bigger size of the handbag images could suggest and symbolizes the desire of the consumer demand to earn, enthuse, and feel a sense of ownership of the object. As by mention by Cope, J., et al., (n.d) state that "In fact, having more pictures or a larger picture in an advertisement can influence consumers" (p. 7). Meanwhile Rossiter and Percy (1978, as cited in Cope, J. et al. n.d, p. 7) study found that:

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> High pictorial emphasis in print advertising, that is, a large picture of the product relative to the space devoted to copy, generated significantly more favorable overall attitude ratings for a new, hypothetical product that those advertisements with low pictorial emphasis, that is, a small picture of the product with larger size copy.

The artwork represents and portrays obsession and habits towards the luxury items by womens in an urban lifestyle. As mention by artist Baharim Samuri (Expert Review, 8 January, 2015) in his review about this artwork "…through this work , I see it as related and associated with the shopping habit among womens. Shopping malls offers fun with various deals and it is certainly become as acttraction place…".

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Therefore in conclusion, the appearance of large scale images is exaggerations of consumer obsessions. The images of handbags are purposely designed without changing or altering the actual image which shows the reality of high demand of luxury products. The artwork, literally, can be understood that explain the cultural context of urban lifestyle taht puts the material as a priority. Hence, the appropriate location whereby most malls are located within strategic modern infrastructures and suggest a stylish, elegant, and luxurious way of life in the urban society, with the capacity to mould and shape one's character. Materialism within urban society becomes more obvious when consumer behaviour is influenced by certain products.

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### 3. 3. 1. 2 Second Artwork: *Act Like Me*!, 2012.

The objective for the second piece of artwork pertains to the influence of luxury brand ads which can be found in window displays at shopping malls. As mention by Rose, G. (2001) states that visual images can react at the conscious and unconscious level. Urban people are keen to update their current and latest luxury products by visiting shopping malls and react to the current information in malls environment.

The window displays or advertisements provided by retail shops offer a sense of lifestyle in the form of stimulation, and obsession towards luxury brands. Most of the advertisements tend to use beautiful models in ways which attract the consumer to look at the products which are promoted through television, newspaper and online advertising, continually publishing new images of lifestyle (Sanjar Salajeghe & Ehsan Mousavi, 2012).



*Figure 3.3.1.2.1* Examples of ways that luxury brands like *Prada* and *Chanel* use models and mannequins in window displays to promote their products in shopping malls.

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Luxury brands such as Mui Mui, Versace, Prada, Louis Vuitton, Burbbery, Gucci, (Figure 3.3.1.2.1) and others increase brand equity through image perception, with products being portrayed as sophisticated and trendy. Window display and advertisements increase the support and confidence in the product, as well as providing persuasive information to the viewing consumer who wishes to bring their obsession into their own lives. As previous research conducted by Abidin, Z., Zaha, N. A. & Abdul Aziz, A. (2011), " Based on an observational process conducted on a few retail outlets in Malaysia, it is discovered that window displays play a crucial role as a selling strategy in the country" (p. 60). Images of young women or mannequins wearing luxury brand products offer an alternative to anxiety, suggesting and creating an illusion of intimacy, and a personal relationship of the viewer with the image in the window display.

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*Figure 3.3.1.2.2* Example of campaign magazine in Glam 2005 and 2006 advertisements featuring luxury brands which are also found in retail magazine and book shops in Suria KLCC.

Luxury advertisements campaigning throughout the world uses similar, or almost identical advertisements which promote company brands in the form

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of billboards, window displays, posters, or in printed fashion magazine (Figure 3.3.1.2.2). According to Rai, N. (2013), "Surveys show that magazine advertisements provide great impact on purchasing behavior of consumers" (p. 75). Therefore, some of the images in the artwork portray images taken from such sources, and also serve as supportive data in the process of creating the artwork.




*Figure 3.3.1.2.3* An experiment on images, texts and colours using the data collected from actual locations and printed magazines

By using the same practice in first project the manipulation of images, text and the adjustment of shape, colour, contras, and others element of art been employed through tools in Photoshop software version. The use of some functions such as Layer and Blending mode layer in the application photoshop, color adjustments can be made more flexible. By making combinations images the used of some photoshop application functions such as Layer can be employed for adjusting the image transition while it is also can be connected between the layer with the layer to get the desire effect.

The artworks begin with experimentation and construction of a background in a way which considers the possibilities and potential of the

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images and text (Figure 3.3.1.2.3). The constructed background images reflect some aspects which re-create the situation and also symbolize the complexity of urban society in consuming luxury products towards a specific lifestyle.

The selected images are taken from actual locations in shopping malls and magazines and are based on window displays ads, which focus on the elements of style, and elegance that potentially stimulate consumer viewer perception. As mention by Abidin, Z., Zaha, N. A. & Abdul Aziz, A. (2011) throughout their research found that, "The elements used such as photographs, super graphics, pictograph and mannequin, which act as texts to the narrative display, aids customers to visualize the relevance of the use of merchandise" (p. 64).

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*Figure 3.3.1.2.4* The example of some stylization of the images and texts from magazines are made in a way to suit the artwork process using images from magazine advertisment (Glam, 2005 and Female, 2008).

The stylization (Figure 3.3.1.2.4) some images collected from magazine using pen oulined and sillouette used as part of image in the artwork. The stylization made in oder to create some simple and catchy yet ease to recognize. Nevetheless, some image need to reconstruct in terms of colours,

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forms, and creating some space in the artwork. At this level the main objective is to construct the background platform consisted a various images which could represent the idea of advertisment influences and the consumers activities during visiting the shopping malls. Some real images captured in field work are used as evidence in the background of artwork.



*Figure 3.3.1.2.*5 Real images of consumers walking in and out of the Pavillion shopping mall with luxury handbag.

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In addition the real images (Figure 3.3.1.2.5) of consumer walking in and out from shopping malls are captured as evidence and supportive input in visualizing the realities phenomena happen to urban society. This image provides as an evidence of the people's obsession towards luxury products. Real people with real luxury products in hand are portrayed with their obsession shaping their lifestyle. As Juggessur, J. (2011) state that "Carrying a luxury designer handbag correctly can certainly enhance and improve a woman's overall appearance" (p. 5).

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*Figure 3.3.1.2.*6 Main images, model holding the luxury handbag.

Despite that, the images of models with luxury objects in hands became symbols of satisfaction and enjoyment (Figure 3.3.1.2.6). By using as main character in the artwork it could represent or giving some suggesting that they could mimic, or 'act like' the model in the image. The construction of human characteristics, text from magazines, and a picture of a model with a handbag, becomes a life representation or the symbol of consumer satisfaction and obsession. As Juggessur, J. (2011) stated that "The phenomenon of luxury designer handbags and carrying a luxury designer handbag is perhaps linked to a sense of satisfaction and a sense of pride" (p. 6).

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*Figure 3.3.1.2.7* Two major image used in second artwork.

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*Figure 3.3.1.2.7* Continue.



*Figure 3.3.1.2.8* Final artworks *'Act Like Me!'*, (2012). Digital Print on canvas, 1000cm x 183cm (40 cm x 183 cm each panel).

The final composition of work continues by placing and combining the core images background and foreground of the artwork (Figure 3.3.1.2.7 & 3.3.1.2.8). The application of image layering, stylizing, By using five different positions of human models holding handbags, the images of models have been styled in black and white which give a suggestion for greater sense of confidence, easiness, casual, relaxation and leisure.

Meanwhile, the handbags are placed in colours in a way become as attraction and turn as symbols of consumers obsession. As Abidin, Z., Zaha,

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N. A. & Abdul Aziz, A. (2011) mention that "They clearly state and suggest the mode, lifestyle and trend that are associative to the products display. The clear signifies that imbued meaning resides within the displays have successfully been transferred to the targeted audience" (p. 65). The artwork seeks to replicate the ads which are found in shopping malls.

The combination of layering and intertwined images between the window display advertisment and the real situation capture from actual scenary giving us a glimps of how the enthusiatism on consuming of urban lifestyle been projected everyday. The succesfull of gigantic and beautiful temptation models act from advertisment seem significant in contributing the element of *'want to be'* as similar to the objective of the most ads campaign, to persuade the consumer to be like what they are represent. The act of self confidence in the artwork seemly could turn as significant sign and associated with how luxurious brand effects personal identity.

Gigantic images and texts prompt the consumer to look at and react to the printed ads similar to the shopping mall environment. The representation of gigantic images contribute in claiming how size does matter in consumer perception, and advertisement, its not merely for attaraction purposes but it can go beyond the size itselves, gigantic size definitely could spark and stimulate the inner feeling of viewer. Furthermore, as mention in earlier, the larger, or massive sizes, can influence the consumers feelings. (Cope, J., et al., (n.d), p. 7).

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Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying. Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013) once stated "Advertisement convinces the people to use at least once in their lives" (p. 119). The provocation and stimulation provided through both media, suggest the viewer to 'act like them' and 'feel like them'. Crawford (1992, as cited in Baker, S. M. 2006) stated that "a person can examine products and see what they might like to buy at some point; through this process, they realize who they are and who they might become" (p. 38).

As mention by Safrizal Shahir, academician, (Expert Review, 29 January, 2016) in his comment about the artwork stated that, "In this artwork, again the grammar of advertising strategy are highlighted. View of a young girl who viewed stylish were used as subjects to persuade or seduce subtly. The relationship between the body and the disclosure passionate and delicate persuade obviously visible. The concept of buying for the consumer has been urged by generating images to be like me- the flamboyant, young and fashionable".

Therefore in summary, the artwork represent the suggestion of symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material.

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The artworks 'act like me' is an explosion of the perception towards advertising that most influences the minds of consumers. It's a delicate strategies in persuading consumer or peoples to feel and experience the goods offered. The artwork produce, is to seek the sense of easiness and more friendly and yet exclusive presentation towards the used of handbags. In the sense of visual impact the artwork seemly to construct the new approach in ads promotion. Instead become as normal advertsing in terms of visual arrangement, the artwork possessed the new way to adapt between the stylization of images using line drawing and real images are construct to form such friendly composition. The construction of the model in unpretentious pose and supported with the active activities in the background could represent how consumers could feels the same as part of urban culture practice.

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### 3.3.1.3 Third Artwork : *Seeing Double*, 2012.

The third artwork's objective is to construct the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude.




*Figure 3.3.1.3.1* The examples of brands and the image of products inside window display in Pavillion Kuala Lumpur

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This is due to the store windows contributing towards the consumer experience during shopping sessions, influencing consumer behaviour. (Figure 3.3.1.3.1). According to Sahel Sayari (2012) retailers state that "We use signage to tell customers about our theme, the price and other information, which would encourage customers to come into our store and purchase the products" (p. 32) This is significant in terms of showing of how the window displays and signage play their role in building enthusiasm about the brands.

Both the signage and the window displays suggest some illusion or mental imagery to the consumers about the brands names, products which are likely to leave aspects of the product in people's minds.

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The purpose of window displays is to distinguish the store brands and their product identity while potentially stimulating and attracting consumers in terms of their shopping attitude. As Buttle, 1988; Lea-Greenwood, 1988, as cited in Ti, C. 2009), "Window displays play an important role in visual merchandising especially for bricks-and-mortar store environments because they are 'silent salesmen' (p. 16). The window display is considered a significant tool used by stores to increase sales.

The artwork is presented in 32 boxes featuring brand names and images with double layer effects creating the illusion of dimension of depth, as well as a translucent effect. The artwork produced is in the form of light boxes replicating the sense of the actual signage at the shopping malls. The rationale for this is that it may contribute in suggesting that the brands and items on

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display will stay in the minds of the consumer whose lifestyle obsessions are altered by their experiences while visiting the shopping malls.




*Figure 3.3.1.3.2* Example of images which divided into two major categories, texts and figurative or object images.

The process of constructing the artwork starts with the collecting and documenting of window display items and the signage in shopping malls. The images collected are then divided into two categories: brand signage and the images from luxury products in the window displays. (Figure 3.3.1.3.2).

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*Figure 3.3.1.3.3* Sample of image manipulation.

Along the experimentation process few sample of image and text manipulation are made in oder to identified the best composition are suite with the theme (Figure 3.3.1.3.3). However, in artwork construction, the elements from originals texts and image mostly retain purposedly in oder to giving a sense fimilarity as seen in actual environment-shopping malls. Brand names such Chanel, Jimmy Choo, Micheal Kors, Versace, Louis Vuitton, Aigner and others, are placed between the image of products such as shoes, clothing, handbags, sunglasses and images of figures or mannequins. Nevetheless, the embeded of lighting and translucent effect between images and texts took as major characteristic as major elements.

Lights play such significant role in promoting the sense of illusion which could influence people behaviour. As state in few previous research about how light contribute towards enhancing people attention. As mention by Taylor & Sucov (1974) "with consumer behaviour on a very basic level: people are drawn to light . A second aspect handles on a more product-based level, which in turn also influences people's behaviour: light can draw attention to products

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(LaGuisa & Perney, 1974); Under 'bright lighting' conditions products are more often examined and touched than under 'dim lighting' conditions (Areni & Kim, 1994; Summers & Hebert, 2001); lighting influences the attractiveness of products in a store (Magnum, 1998, as cited in Quartier, K., Christiaans, H., & Van Cleempoel, K. (2009, p. 7). Thus, it shown that, lighting is not just to highlight the object or the store image but it creates a sense of sensation towards promoting the brands or the object if desire.

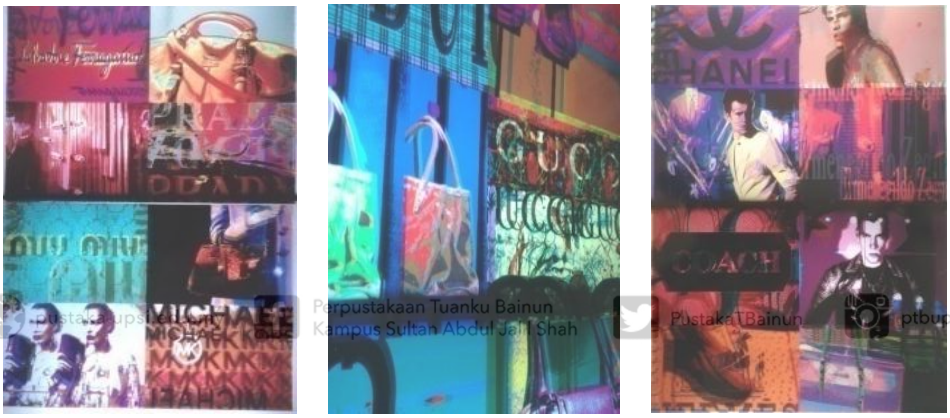


*Figure 3.3.1.3.4* Examples of process layering and positioning to identify the colours and effects made from the use of translucent stickers.

Through studio experimentation and computer generated image application, several attempt on creating translucent or transparent effects continue with combining, testing, and joining every each image and text are done in way to finding the better postition in art work.

The process of manipulating the brand names and the images continues by segmenting each image into two layers, one with very light colours and the other with bright colours. By using the Layer tools application in Photoshop

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software version the advantage in creating and developing various effects can easily perform. For example, in these project research, the colours, image and the layout of signage texts, figures, handbags and others can be overlap, duplicate and alter to create transparent and translucent projection by adding and substract in various ways (Figure 3.3.1.3.4). Forming Layer using the principle of top-down view. In other words, the images that are on the bottom layer will be overwritten by the image above, otherwise the image is in the layer beneath that would not override any images that are on the top. Hence, by using the transparent stickers the bottom layers images will contribute somekind of translucent effects and enhance the overall image and text composition.




*Figure 3.3.1.3.5* The process of identifying the thickness of the gaps between each image is chosen in such a way to give a maximum effect o illusion.

Apart from the overlap between layers, another functions that can be used in Photoshop is the Layer Blending Mode that can be used to produce the effect of a wide range of image color aspect. It can be produced with evasion techniques in image or color mixing between images. The light colour is placed

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at the bottom while the bright colour is at the top. By the support from the light inside the boxes size 42 cm x 32 cm, both images are presented as a kind of illusion (Figure 3.3.1.3.5). The artwork production could enhance the perception of seeing. The physical or artwork appears as ordinary signage but, there are just slightly differents in terms of effects produce in comparing with ordinary signage in market. The artwork itself constructed in layering method it is a combination of light and bright colours place between two layer of acrylic materials.

The effects from double layer of image creating an illusion which could be related to the experience of the consumer emotion. As stated by Kerfoot, Davies & Ward (2003, as cited in Ti, C. 2009), "Window displays can also provide a fantasy or a dream that allows consumers to mentally soar in a wonderland, which in turn, may evoke positive emotional reactions or behavior, and reinforce the ultimate outcome, patronage and purchase behaviour" (p. 16).

Each image or product inside the window display consists of the symbols of obsession, aspirations, and dreams behind it. Therefore, by producing the translucent and double layered images and the text in light boxes, the artwork replicates the window displays which are located in shopping malls. The artwork has the potential to shape the mental imagery reflects and involves the personal feelings, ideas, external stimuli, memories, and past experiences of consumers.

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The window display and brand signage in shopping malls do not simply represent the products inside the shop but conveys a sense of feeling, desire, obsession and personal status to the consumer. The ability of window display and advertisment plant the 'Mental Imagery' in consumer head, which stimulate the consumer feelings, eventually they will expressed and deliver through consumption.



*Figure 3.3.1.3.6 Seeing Double,* (2012) the final artworks comprise of 32 pieces of light boxes light boxes with light inside, sticker and acrylic sheet, 42 cm x 32 cm (each panel).

The final pieces of artwork completed consist small pieces of boxes. (Figure 3.3.1.3.6) The combinantion of texts and images taken from various window display presently in form of light boxes. The illusion of images and texts obviously represent the sense of window display in the malls. With lighting projection inside each boxes could become significant in making the artwork more alive. Lighting with colour, translucent and double layered characteristic employed within the the physical boxes could become as attraction and offer the opportunity to the viewers, same as advertisement in window display in the

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malls, by setting the light and attactive image it will contribute in suggesting as platform for medium of attraction.

The artwork could represent the suggestion of illusion projection towards luxuirous obession among consumers and silent competition among brands owners. The text and images manipulation is often applied in an ad for the wool over the eyes of consumers. As mention by Mazlan Abd.Karim, academician, (Expert Review, 6 Februari, 2016) in his review mention that: "In my view, the composition of *Seeing Double* (2012) in accordance and coinciding with the message conveyed by the researcher concerned 'confusion' of emotions and variety of brands and subjects. Viewers can feel the 'confusion' emotions (undecided) to pick and choose products to buy. Such a composition is a choices of several artists ever to deliver a relevant message elements 'disorder' to whatever emotional issues. Among the works of art such as Bahaman Hashim titled 'Constructed Stories' in 1990".

In the advertising world often they use strategies that are manipulated to attract the eyes of consumers and to promote their goods irrespective of whether it is a luxury item or vice versa. Thus, the artwork could become as suggestion of perception created to manipulate people's mind in facing the brands as whole.

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### 3.3.2 Phase Two : Shopping Mall and Casual Value, 2013.

The second phase of the study is based on the values of casual culture of the urban community by emphasizing on the casual values of consumers as well as values which can be identified at the main shopping centres. The certain shopping malls characteristic contribute in promoting the leisure and casual value among visitors. Previous research findings show that shoppers in Malaysia are mostly motivated to visit shopping centres because of the surrounding, environment and interior design that have in shopping malls, as Yusniza K. and Chee Lih, Frankie Lee (2010, p. 187) stated in their research indicated that

> Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls.

In Utusan Malaysia article, survey conducted in one of shopping malls in Kuala Lumpur by Al-Faisal, 2015, shown, one of the consumer named Sophia Ivy Jo, 24, said that: “My sister is a fabulous shopping. We both often spend time together go and buy the desired item. Sometimes, her even gave my favorite thing and most of my friends are ‘*shopaholic*'. When we went out together, that's the most exciting time because we had the opportunity to share ideas and the desire to buy the desired items, she said”.

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In addition Yue-Teng, W., Osman, S., & Yin-Fah, B. C. (2011, as cited in Ahmed, Z. U., Ghingold, M., & Dahari, Z. 2007, p. 219), state that "In Malaysia, initial role of shopping mall as an economic transaction has been transcended into a community centre for social and recreational activity". This is the reason why some of the shoppers are motivated to spending their time in the malls. As cited in the same study, research conducted by Frank Small and Associates reviewed that "Malaysian adults who is above 18 years old spent 48 per cent of their leisure time in shopping malls" (p. 219).

The elements of casual ambience, interior, convenience, ease of access for entry and exit, as well as promotion become the character of visitor favorite to visit the shopping malls. Furthermore, according to Ahmed, Z. U., at el. (2007), stated that "Window-shopping is one of the seven leisure activities most often engaged in by young, urban Malaysian adults, and in particular, students" (p. 334).

A shopping malls serves as a reflection of a union and combination of various influence as a presentation and reflection on the values of a broad casual culture. It is a pattern of reflection and expression of economic relation as well as social behaviour through feel, favour, fashion, identity, aspiration, and achievement.

The massive development todays shopping malls contributes to the potential maximization of the urban lifestyle. It does not only shape the economy of the city, it also brings in added value in the social relationship in

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the lives of the local community in the modern day of consumers, the community does not only use the products, it also involves services rendered to them which in turn involves human relations. This serves as a turning point to prove that the intensity of the current development, making up also from the development of the shopping centres, brings a form of healthy competition to make sure that only the best service will be rendered to the consumers. Values which are appreciated and anticipated will be expected by the visitors of these shopping malls.

Shopping centre which serves as a one stop centre is a location which combines the different elements of urban lifestyle, and will be concentrated and dispensed through it. Othman and Lim (1997, as cited in Ahmed, Z. U., at el. 2007), reported that "Malaysian shoppers (inclusive of students and working people) spend an average 98 minutes in shopping malls" (p. 341). According to their findings shows that "The younger age groups used shopping mall visits for escapism more than the older respondents" and from the their responses shown that "Visiting the mall is an enjoyable experience when I am with friends", (Ahmed, Z. U., at el. 2007, p. 345). This result suggests that younger groups are more likely to see mall visits as opportunities to socialize with their peers.

There are a lot of reasons why a visitor visits a certain shopping centre it might be for shopping, entertainment, relaxing, spending time with friends and so on. According to Ramlee, N., & Said, I. (2014,) stated that "People come to the shopping mall not only for shopping but also to socialize. In the

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shopping mall, they able to meet other people and interact with them" (p. 522). Furthermore in addition according to research conducted by Yusniza K. and Chee Lih, Frankie Lee (2010, p. 190) from total of 317 people in thier survey which was done at the shopping malls within Kuala Lumpur, found :

> That most of the respondents visit shopping malls more than eleven times in a year. This means that Malaysians go to the shopping malls quite often averaging at least once a month. Most of the respondents spent two to three hours in shopping malls (76.7%), while another 13.6% of the respondents spent four to five hours there; the remainder (8.2%) stayed for one hour or less in a shopping mall.

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The shopping capability to provide shops, food courts, restaurants, cinemas, children toys, interactive entertainment, social space, relaxing space, and promotional space at this time becomes the main attribute in people visit shopping malls. This certainly shows that shopping centres plays a big part in shaping and creating a form of lifestyle.

In today's world, shopping centre is a centre which is built to unite the different aspects of the urban community. It becomes a space where information is exchanged and shared between the members of the community living around the shopping centre. Clearly this shows that the shopping centre is not only a space to fulfil the needs of obsession of the community through the system consumerism, it also serves as a space and location to

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show that the urban community creates a space which is readily available as a location for the purpose of leisure which is suitable for the particular urban environment.

Since shopping centres serve as a part of daily requirements of an urban lifestyle, the existence of the current shopping centres ensures that the needs and demands of the visitors will always be fulfilled. However, the existence of these shopping centres is designed based on the specification of the environment as well as the behaviour of the visitors of the particular shopping centre, on the reason why they are visiting the particular location.

Consumers or shopping centre visitors will be more attracted to a shopping centre which is able to provide more space for them to fulfil their current casual needs. As mention by Pride & Ferrell, (1983, cited in Ali, K. A. M. & Alolayyan, M. N. 2012, p. 2).

> Shopping center provide a systematic way in order to meet individual or family demand into one place, shop or shopping centre which have variety of business at the same area. Apart from satisfying consumer requirements on shopping, shopping centre can also provide variety of services in order to meet consumer satisfaction which are entertainment, rest and cultural needs.

In addition according to Rajagopal (2009, p. 5), stated that "Shopping in the malls located in premium locations offers not only significant scope for

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pleasureable emotive appeals to boost consumers' status but also enhance the social image" and "Some studies indentified opportunities for retailing firms to create good feelings by engaging shoppers' attention on themes to social and family values" (Miranda, 2009 as cited in Rajagopal, 2009, p. 5). Furthermore without the need to travel far, all the needs of the visitor could be fulfilled. To retain the customers the ability of shopping mall in organizing the access in and out points, variations of retails, spaces ambience, exterior and interior appereance are significant for consumer participation.

In the contemporary culture, private needs and expressions is formed by the process of self-reflection based on the person's particular lifestyle. It becomes more obvious when the surrounding environment itself becomes the mechanism to form the awareness through the infrastructure and social society which might be through industrial production, commerce, services and other factors.

#### 3.3.2.1 First Artwork: *Space to consume,* 2013.

The development of the first artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. Through the observation, it is obvious in today's world that the casual values are more apparent at the shopping centres as compared to earlier times where shopping centres acted merely as a place for buying and selling transactions.

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However, the steady growth and development of the shopping centres which is in line with the change in the need and requirement of the visitors to the shopping centres has changed the way people act and react whenever they visit these shopping centres. as mention by Ali, K. A. M. & Alolayyan, M. N. (2012) "People tend to sense "comfortable, easy and pleasant" in shopping experience especially to shopping malls environment. Therefore there is an increasingly high demand for shopping malls and the transformation of shopping malls environment" (p. 1).

This is due to the fact that through the shopping centres, it has opened the opportunities in forming values which could fit the taste and lifestyle of the modern society. As stated by earlier researchers by looking into the surrounding environment factors which could indirectly influence the psychological aspects of the visitors to the shopping centres.

Most of them stated that the life concept of the modern society is mostly bound to contemporary and modernity aspect, suitable with the development of the city. Surrounding space and environment significantly become a major role in influence consumer behaviour and could influences the people's emotion. Shopping centers with impressive external and internal building determine the positive auras towards the formation of consumer impression. The environment of the shopping centres helps in the building up of the casual values among the visitors of the shopping centres. The ability to provided with more and advanced convenience facilities to visitors open more excitement and visitors will stay much longer.

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The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

In producing this artwork, a few aspects and values of the casual culture has been identified by means of entertainment which includes recreational centres such as theme parks and others and also the lounge areas located around the shopping centre, facilities which helps the visitors of the shopping centre, all of these has helped in the creation of casual feeling to the visitors.

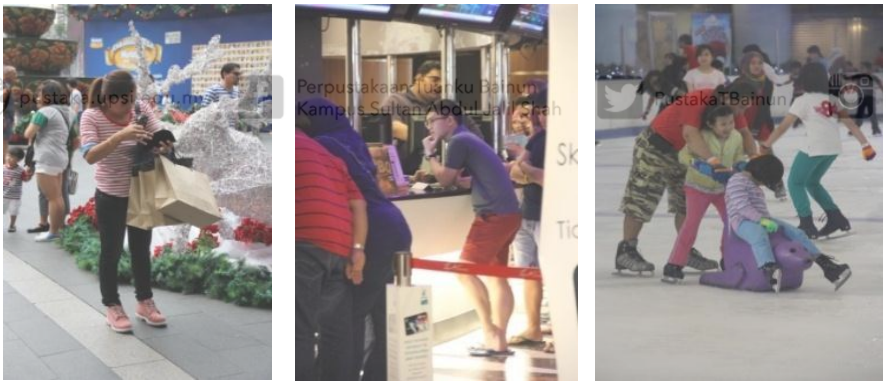


*Figure 3.3.2.1.1* Examples of casual activities at the Suria KLCC, Sunway Pyramid and Pavillion shopping mall in Kuala Lumpur.

Among the images identified to represent the casual culture values which takes place at the shopping centres are depicted in (Figure 3.3.2.1.1) and these examples include activities by the visitors while enjoying shopping, ice-skating, and relaxing at the benches within the shopping centres, visitors queuing to buy movie tickets, as well as other activities which shows the visitors to be relaxing in a casual way. The process of producing the artwork starts with a few

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experiments to identify the effects and the composition on the images being used.



*Figure 3.3.2.1.2* The use of Adobe Photoshop Software in experimenting the image of mall visitors.

The application of the Adobe Photoshop version software (Figure 3.3.2.1.2) with the functions of cut-out, thrashold, posterize, and a few other functions were used to obtain certain effects on the images, in turn this images are used as a medium to interpret the casual culture aspect. The used of Cutout effects in photoshop can give the impression of an image that is more artistic rather than using images taken directly from image photo.

The images which are suitable with the needs and objectives of the artwork will be produced and collected through time. By concentrating to the physical movement or action made by malls visitors could become as representation the casual moment. The moment of enjoyment and casual like having fun, relaxing, playing, chatting and many more action set as major image in the artwork.

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*Figure 3.3.2.1.3* First experimentation on combining the images of shopping activities with signage promotion advertisement.

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The first experimentation is made with making one sample in way to locate the background and the foreground of the image in one single space. The figure above (Figure 3.3.2.1.3) shows the examples of first experimentation on how the images and the environment could be used to interpret the aspects of casual culture being mentioned. Initailly the selection of images came from price receipt, signage, actual figure activities taken during fieldwork photography shoot observation, related environment such in foodcourt, café and others relevan spaces. The construction of first artwork made to determine the suitable composition to present the theme discussed.

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*Figure 3.3.2.1.4* Second experimentation on located the image with proper background.

Another separate attempt been produce to look at more appropriate combination between back and front images. Initially the image of background depict from the various promotion sales posters and signage advertisement located in the shopping malls and also consumers activities. However in these second experimentation the surrounding environment of the shopping centre, was used as background to present the location as guidance which represents the presence of the visitors at the shopping centre. This experimentation is still not entirely suitable to convey the message on how the

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space influences and affects the consumers, because the characteristic of background and foreground seems saparated and not match.

The experimentation continues with finding the right composition between background and the front images. Above figures shown the second attempt to locate the image of casual behaviour of visitors during visiting the malls. The experimentation show the relation between the figurative subject seen as being in a relaxed and casual state, which is further supported by the environment of shopping centre as background. However, there are certain background images that have been used which did not reflect the true nature of the natural environment.

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Moving on, the production of artwork continues by making more precise desision regarding how background will projected in this artwork. Finally, by retain the actual images with the whole background without making any major adjustment very much suitable.

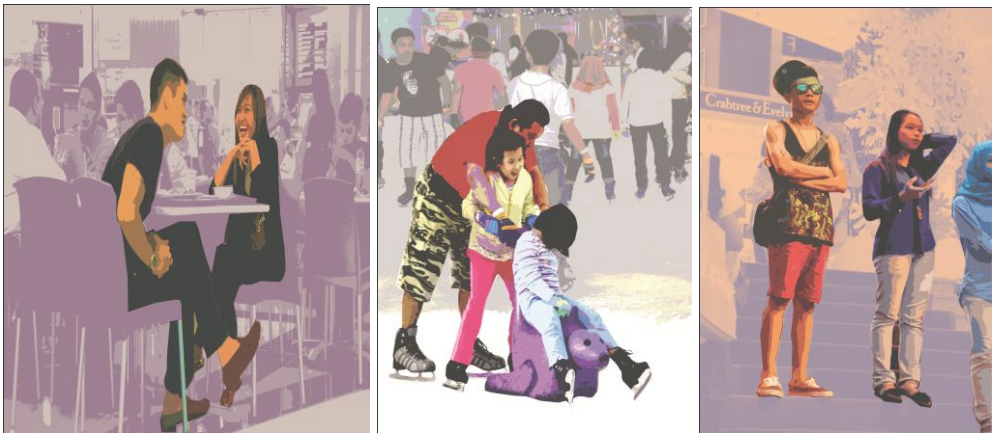


*Figure 3.3.2.1.5* Third experimentation on figurative and the background by retaining and blurring the background of actual images and highlighted the subject image in front the artwork are more consider appropriate.

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Some of images will keep as actual position (Figure 3.3.2.1.5) and some images will facing minor adjustment like blurring an appropriate background images and others will took out. The whole images will place in single platform or panel. Various figure images in a variable set of situations is integrated together as a representation on the question of how the figure could appear on the background.



*Figure 3.3.2.1.6* Panels and layout an example of installation composition using panel concept.

In matter of presentation, the artwork will presented in form of hanging panel using the transparent acrylic sheet (Figure 3.3.3.1.6). The reason of located as hanging panel could become as suggestion towards the malls environment itselves and it design to create some movement space to the audience. Despite that, the presentation of the artwork will more or less will potrayed or imitate the hanging advertisements price poster inside mall.

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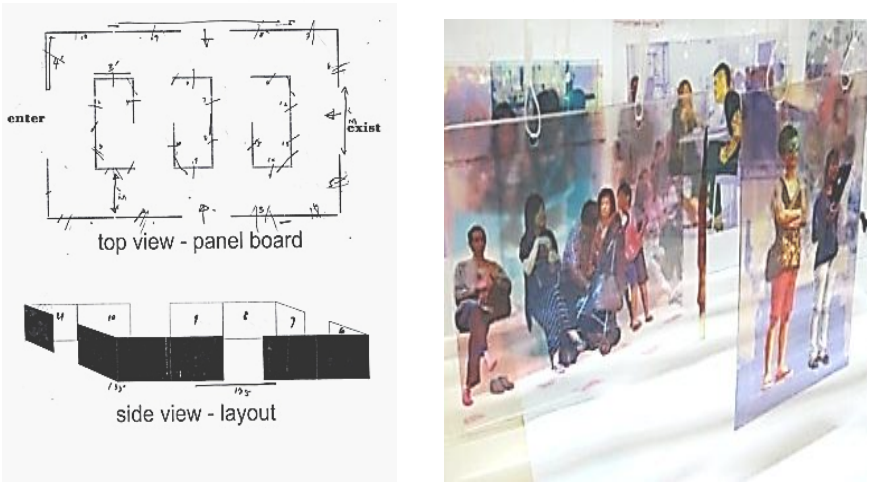



*Figure 3.3.2.1.7* Layout plan panels for installation using models to locate the effectiveness in panel layout.



*Figure 3.3.2.1.8* Image close up effects in the artwork depicts from models.

The experimentation on how panel of artwork should be hanged been conducted using model. Using the layout plan, (Figure 3.3.2.1.7 & 3.3.2.1.8) and scale model the artwork which consist about 22 panel been set out accordance to the theme itself.

By locating panel hanged in square position with exits in the middle of panel providing the enough and comfortable space for audience to moving in

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and out. Figure above depicts the aspect of space utilization by using an artwork in the form of an installation where panels are used to represent the casual element at the shopping centre. A form of experiment has been carried out to produce samples of actual panels using models to show the effectiveness of space organization to form a pathway for entry and exit as well as to show the aspect that exists within the shopping centre.



*Figure 3.3.2.1.9* Above- llustration and final artwork installation in gallery- below- *Space To Consume*, (2013), transparent sticker on acrylic sheet a fishing line, Installation, Dimension 366 cm x 660 cm x 120 cm.

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*Figure 3.3.2.1.9.* Continue.

The finalised artwork (Figure 3.3.2.1.9) was produced by using transparent sticker material applied on panels of acrylic sheets. Twenty seven panels were used for this artwork. It comprises of two main parts which are the interior of the artwork and exterior of the artwork. Selected images which represent the various aspects of casual culture at the shopping centres were used as the main display. The used images show how the visitors of the shopping centres utilise the basic facilities at the shopping centres as well as showing how relaxed and casual they are while shopping at the shopping centre. "Shopping has been referred to as a fun, pleasurable activity that leads to feelings of joy" (Jin and Sternquist, 2004, p. 7).

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The selection of the transparent sticker material in this artwork is meant to show the transparent nature which can be experienced by the most of malls visitors while they are at the shopping centre. The openness is the main characteristic and visitors are able to view the items that they are interested at without any obstructions. It also represents the casual element aspect for the visitors of the shopping centres. Atmosphere is reflected in customers reactions to the physical environment and is related to purchasing behaviour (Spies, Hesse and Loesch, 1997; Smith and Burns, 1996; Tai and Fung, 1997). In the others hand, the transparents characteristic could potrary the sense of stylish and modern of shopping malls nowadays.

The panels which are used as the basis of the artwork indirectly take the representation of the shopping centres, as if the items being displayed are the promoted items and visitors would be easily attracted to them. The usage of these panels is seen as a composition of panels to promote the items and this shows how effective a shopping centre can be in promoting their cultural and casual space to the visitors of the shopping centre. In addition, the culture barried among visitors seem unified and blended among others. As stated by As curator's Muzium and Gallery Tengku Fauziah, Universiti Sains Malaysia – Afzanizam Mohd Ali, curators, (Expert Review, 3 February, 2016), about this artwork :

> By using stickers and arcylic this artwork suggested that people have layered personalities, but at a glance they all disembodied and unified under the same culture and expressing the same

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emotion. They shared the emotion at excitement and the joy of the 'theme park' as they spend their money regardless who you are or where you from. Ethnicity won't work here as this space ready to be consumed by 'affluent' Malaysian.

The layout of this artwork was produced by taking into account the ease of access factor for the visitors as well as observers to the shopping malls. The artwork also places four pathways for entry and exit in this installation and this is also highly suitable to represent the environment of a shopping centre which normally would have multiple entry and exit points. This could triggered the casual environment for visitors. Furthermore, through the composition of the panels made and the effects from existing colors and shadows that falls either on the walls around and above the existing panel gives the diversified impression. The translucent colors that created from transparent acrylic panel which contains varied image makes the overall atmosphere is more lively and happening.

These are among the strategies planned to enable ease of access as well as to give comfort to the visitors of the shopping centre. Mention before, visitors to the shopping centre favour the environment which would not burden them especially in the basic aspect of ease of access to the shopping centre. The open nature at the shopping centre has created a casual value to the visitors where the behaviour of the visitors plays an important role in implementing the casual values which has been triggered.

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#### 3.3.2.2 Second Artwork: *Redeem, let's light it up*, 2013

The objective of the second artwork is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Shopping centres nowadays are built and designed with the purpose of being customer friendly. This is the best and most effective mechanism to attract the surrounding community to come and enjoy the environment being offered at the shopping centre. As we all know, the facilities offered at the shopping centres are planned by the management of the shopping centre to best cater to the visitors especially in terms of comfort to enable the visitors to spend their time at the shopping centre as long as they want to. As stated by Aliagha, G. U., Qin, Y. G., Ali, K. N., & Abdullah, M. N. (2015) "Shopping centres have gone beyond their initial role as centre of purchasing goods to becoming centre for social and recreation activity" (p. 16).

Therefore, cafes and food courts were set up in the shopping centre so that the visitors could come for a quick relax and time out while doing their shopping. The existence of this kind of environment further enhances the casual aspect among the urban community. This situation is clearly taken from

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the understanding of consumers or visitors and their behaviour towards convenience and comfort.

The production of the second artwork is made through observation on a few different aspects of the casual culture which is apparent at the shopping centres. The certain aspects which include the aspects of environment and consumer behaviour, the significant of variation of facilities in shopping malls thus contributing towards stimulation and interaction among visitors. As mention by Bloch, et al (1994, as cited in Teik, D. O. L., Hao, G. Y., Juniaty, I., & Lirn, J. W. 2015, p. 134) stated :

> Has indicated that consumers' interaction with functional aspects of the mall is inevitable because the consumers want to be there to be entertained. This means that the more variety of stimulation the mall provides, the more interaction between consumers and the environment can occur providing more opportunity for external stimulation of consumer behavior.

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*Figure 3.3.2.2.1* Among the images identified as the main source in interpreting the casual activities captured in food court and shopping mall compound.

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From above observation, instead being concentrate only on food court activities, the main characteristic of being casual among visitors are the major component to look at. Despite having good dining in shopping mall, visitors also attracted with the casual activities in meeting friends, hanging and mingling, chatting people queuing to buy movie tickets and so on evidently show the casual culture and giving much freedom to visitors (Figure 3.3.2.2.1). The enjoyment of moments while shopping appear to become as factors visitor to stay much longer in the mall. Aliagha, G. U., Qin, Y. G., Ali, K. N., & Abdullah, M. N. 2015, p. 17) mention that:

> Entertainment is increasingly an integral part of the shopping centre experience in our modern day life. Consumers are no longer looking for only shopping centres that offer shopping, but also places that entertain them, so developers are trying to create places that consumers enjoy, not just a place to buy things.

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*Figure 3.3.2.2.2* Supporting background images such as purchase receipts, vouchers, advertisements, and promotional posters.

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Apart from the usage of images that shows the behaviour of the consumers, there are also other materials that show the behaviour of the consumers which further strengthens the factor of how the consumers are attracted to visit a particular shopping centre. Examples are promotions signage, the use of vouchers, promotions advertised on advertisements as well as on purchase receipts (Figure 3.3.2.2.2). The casual activities not merely because of the enjoying the pleasant environment in mall, but also because of others factors as well such as, season promotion by certain retailers or attractive activities been organize in particular mall compound. Frasquest et al. (2001, as cited in Ahmad, A. E. M. K. 2012) found that two entertainment items, namely "events, exhibitions, and attractive leisure offer" (p. 103).

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*Figure 3.3.2.2.3* First experiment made using the Photoshop application.

Further more, a few experiments were carried out (Figure 3.3.2.2.3) which utilise the same application as the first artwork, utilizing the Photoshop software such, cutout, layers, filters and other relevan tools in designing the artwork in order to obtain and employed the desire effects, with suitable colour and composition. In this first experiment, there were a lot of images used to show the casual environment which has been discussed. A range of image

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collected from photo documentation on site, which divided into several categories like a activities in foodcourt, image with involvement of childrens, parents, youth, selling and buying, people queuing up, shopping, resting, enjoying food, and images of signage, receipts, price list, promotion flyers, and others related materials. Most of the images been manipulated and integrated to form the image of casual lifestyle in shopping malls.




*Figure 3.3.2.2.4* Second experiment made simpler in terms of image selection.

This was later followed by the second experiment which has been simplified in terms of image composition and background (Figure 3.3.3.2.4). However, after focusing on the aspect of image effectiveness to depict the element of casual culture, it was found that the experimental artwork needs to be further simplified to coordinate the thematic elements with the artwork itself to highlight the simple and casual life among the urban community. At the same time, however, there are also other elements in the experimental artwork which can be reused in future artworks. The selection of colour more bright and warm in the artwork are to create somekind of attraction and to create visual stimulation. As mention by Kernsom, T., & Sahachaisaeree, N. (2011, p. 8) stated:

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In the visual arts, color theory "is a body of practical guidance to color mixing and the visual impacts of specific color combinations." Colors are grouped into two categories: warm and cool. Warm colors are hues from red through yellow, browns, and tans included; cool colors are hues from blue green through blue violet, most grays included. Referring to color psychology, which is the study of color as a factor in human behavior and perception, warm colors are to arouse or stimulate a viewer while cool colors calm and relax.




*Figure 3.3.2.2.5* Final artwork sketch by limiting image selection and panels and background close-up.

The final image selection for artwork production process takes into consideration from the lacking found in the earlier experimental artworks (Figure 3.3.2.2.5). The panels have been reorganised and only six main panels were used after that, in line with the casual concept of simplicity. The usage of images focused on a few main aspects revolving around how the casual concept like a shopping, socializing, eating, laughing is applied by the visitors of the shopping centres. In this artwork, there were six panels used to

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showcase the casual culture of the urban community as a direct effect from the shopping centres such shopping, meeting friends, chatting, and dining.



*Figure 3.3.2.2.6* Completed final artwork *Redeem Lets Light it Up*, (2013), printed sticker, acrylic sheets , wire, T5 lamp, soft board, 183 cm x 122 cm.

Overall, the artwork of the six panels showcases on the casual activities of the urban community which does not only relate to the usage of dining space as the last location at the shopping centre, it is also a location which unites the different activities of the visitors to the shopping centre with the concept of a more relaxed and casual environment. Shopping centres which incorporate spaces for more exclusive food courts and cafes. It is generally expected that the visitors to the shopping centres will get tired after spending time shopping and walking around the area.

The younger generations of the urban community, on the other hand, prefer to spend their time meeting their friends outside the house in a more casual environment. Added with a stable financial background, they are able to spend their money by enjoying their favourite food while spending their time at the shopping centre.

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The ability of the shopping centres to offer attractive promotions could also attract visitors. These offers might come directly from participating shops or it might also come from the shopping centre itself, offering shopping vouchers or even free parking to visitors to ensure the continuity of their visit to the shopping centre. By having such promotion, indirectly, this could attract and open opportunities to the visitors to come more often and spend more time at the shopping centres. If one looks at the artwork, the image depicts a cook with cooking utensils and this highlight that the current urban community does not need to waste their time anymore to prepare food at the house.

This applies directly to the young women and man where they could spend more time gathering with their friends and also at the same time enjoy their favourite food and all that they need to do is to pay for the service that they enjoy. It shown that the shopping malls turn as space for enjoyment and relaxing. As stated by Aznan Omar, artist, (Expert Review, 8 January, 2016) in his review mention that: "This artwork describes about space provided by the shopping center as a one stop center. The shopping malls visitors equip with comfortable space such as cafes and other facilities. Its encourage visitors to participate in the urban lifestyle".

Shopping malls environment enables consumers to feels more relaxed and casual environment and at the same time they are able to spend by visiting the various shops within the same shopping centre is a privilege. The ability to shop while relaxing at the designated areas enables the visitors to make a more rational decision while deciding on which item to buy. The final artwork

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produced using layers of sticker images as well as the usage of light shows that it is some kind of an illusion in enjoying the values of living an urban life. Imitation towards an existing artwork by using a billboard shows similarities and this represents the promotional aspect of a shopping centre.

#### 3.3.2.3 Third Artwork: *Cash- As Usual,* 2013.

A shopping centre could not run from the routine activity of buying and selling transaction. It is the very pulse of the shopping centre and this will always continue as long as there is demand from the public. This activity itself is seen as something which contains the aspect and values of casual in its own way. The production of the third artwork focuses on the details of how the casual values occur in the shopping environment. The ability of the shopping centres to create a casual environment makes the visitors to feel comfortable to move around and make their choices and at the same time they will get excited to continue with their shopping.

Rajagopal, D. (2008), stated that "Developing inside and outside ambience of shopping malls for enhancing the shopping experience has been a recent concept in retailing, and many pleasant ambient stimuli such as product videos, music and fragrance help consumers to make positive buying decisions" (p. 8). Apart from that, the environment that exists with the freedom to be anywhere in the shopping centre would also attract the visitors to repeat their visits to the shopping centre.

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*Figure 3.3.2.3.1* Some sample among the thematic promotions use in shopping mall.

The casual culture in shopping centres among the visitors sometimes arise from the promotional activities based on certain programmes planned based on themes or festive season (Figure 3.3.2.3.1). Promotions are continuously held at shopping centres to enable visitors to come any time to enjoy the promotion.

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*Figure 3.3.2.3.2* Some images among the shoppers in Suria KLCC and Pavillion compound.

The process of the third artwork started with observations at the study locations, observation through photo documentation which includes studying the daily environment of the shopping centres. Images (Figure 3.3.2.3.2)

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recorded at the locations does not only involve the involvement of the public busy with shopping activities but also include the promotions being held at the locations. The forms of promotion include several aspects such as festive season, end year sales, mid-year sales, formal events such as the Grand Prix, Independence Day, Mother's Day and Father's Day, and so on.




*Figure 3.3.2.3.3* Sample of experimentation on images and text.

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*Figure 3.3.2.3.4* Among the image panel organised combined from several sources of promotion in shopping centres.

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The next process involves a few experimental artworks (Figure 3.3.2.3.3 & 3.3.2.3.4) in order to select the appropriate on the usage of images in the artwork, the Photoshop software version is applied once again for image compilation and experiments. By employed the same practice in previous project, the manipulation of promotional images, text and the adjustment of shape, contras, colour, composition and others element of art been excute through tools in Photoshop software version. The use of some functions such as Blending mode layer and Layer in the Photoshop application, the color adjustments can be made and more flexible. The combination images through photoshop application functions such as Layer can be employed for adjusting the image transition while it is also can be interconected between the layer with

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other layer to get the desire effect. The final, said images are then intertwined within texts to form design.

The main issue for the third artwork involves the casual culture through the activities of buying and selling. Since it involves an activities related to visitors of the shopping centres and promotions, a new form of artwork which is more rational needs to be revised. This artwork incorporates the current promotional concept at the shopping centres where the most prevalent promotional medium would be to use advertisement boards to display their promotions. Rajagopal (2008), state that "Urban shoppers visit shopping malls as leisure centers to relax and tend to shop in response to sales promotions employed by differents stores" (p. 8).

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*Figure 3.3.2.3.5* Test examples of the experiments on shopping bag with image and text.

Since the theme of the artwork related to visitors activities in buying or shopping, the appropriate form should be imposed as platform to combine with, thus the suggestion of using the shopping bags are the most suitable

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items. The sample of intertwined between texts and image on bags are made. (Figure 3.3.2.3.5). The production of this artwork incorporates the combination of related information where texts and images are put together into every panels of the artwork.







*Figure 3.3.2.3.6* Above, artist impression of the artwork and below the Final Artwork, *Cash -As Usual*, (2013), printed on sticker, shopping bag, stickers, rope, bulb, wire, installation, dimension variable.

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*Figure 3.3.2.3.7* Detailed, Final Artwork, *Cash -As Usual*, (2013).

After identifying all the factors which are suitable, Final the artwork (Figure 3.3.2.3.6 & 3.3.2.3.7 ) is produced using the concept of shopping bags which is often used and it becomes a symbolic gesture towards the understanding of the shopping environment. The usage of the bag has been tuned to suit and explain better the impulsive buying behaviour of the consumer and to find out the cause of that behaviour, whether it is from the shopping centre environment which eases the shoppers in a more casual and relaxing way. This situation is also influenced by the promotions which make the shoppers visit the shopping centres more frequently.

The usage of bags has been made into an installation to represent the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities. According to Branch Manager of Synovate Malaysia, Ben

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Llewellyn, state that "Malaysian consumers like to shop regardless of whether the economy is good or bad" (KonsumerKini, 2010).

The bags is then hung at a certain compositional area and observers could then walk around between these bags. This is intended to activate a certain sense of experience when the observers walk through the installation area. To further enhance the physical reality of this experience, a lamp post will be placed at each of the hanged bag. The colour translucent effects occurs from the combination of layers of image, text and lighting, contribute in projecting the illusion. This is another method to gain attention on the images placed using stickers. The illusion effect between the bag, text, and image eludes the observers and represents the aspects that could influence the mind of visitors in choosing and enjoying the shopping activity in general. In terms of colour selection, the elements of warm and cool colour been chose to highlight the form of bags itself, and by using the transparents sticker the whole effects of translucent turn into more succesfull and effective and it could represent the brightness of casual value among the shopping malls consumers. As stated by Tetriana Ahmad Fauzi, artist, (Expert Review, 8 Februari, 2016) stated:

> A setting that is made to look like a retail display that is promoting sales and discounts which enticies shoppers to spend the day on shopping spree. Brightly coloured floating shopping bags marked with percentaged numbers with lights inside promises delirious sensation of discounted shopping experience.

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The casual aspect is evidently apparent at shopping centres. The need to get away from the business at the workplace somehow has encouraged the shopping centres to become the strategic location to obtain these casual values. Basically, the casual values could be triggered by the surrounding environment and the behaviour of the visitors as well as their lifestyle.

The casual value is not only restricted to the materialistic form, but it is also a lifestyle which requires space, time and environment as part of the lifestyle for the urban community. This is due to the fact that most time is spent at the workplace and they would need something to balance the spent time as an alternative in the form or relaxing and casual entertainment and the shopping centres serve as the best location for them to obtain this balance.

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The casual values that is apparent do not only provide comfort to the consumers from the physical aspect of customer friendly, it also revolves around the psychological aspect where it helps the consumer to build their fantasies and aspiration in leading a modern life. The production of an artwork is an interpretation of a view point which looks at the casual culture which is shaped by the environment and individuals related to it.

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### 3.3.3 Phase Three: Shopping Mall and Social Interaction

The development of the third phase which is the last phase in producing artwork continues with the concentration within the analysis on mall and its social interaction. Cattell, V., Dines, N., Gesler, W., & Curtis, S. (2008) stated that "Social interaction in public spaces, for example, can provide relief from daily routines, sustenance for people's sense of community, opportunities for sustaining bonding ties or making bridges, and can have a direct influence on wellbeing by raising people's spirits" (p. 556). In addition as mention by Borges, Chebat, & Babin, (2010) stated that: "Socialization is part of human development. People socialized in order to avoid loneliness and to feel secure".

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From the above quote, mall nowadays, becomes the center of interaction either between among visitors, visitors towards space provided or visitors towards object their desire. Yet, malls set as one-roof of building and act as attraction places for the locality and eventually shaping the connection, interconnections and social interaction among urban communities.

Furthermore the malls' ability to modify in-store behavior through the creation of malls atmosphere significantly contibutes to increase the number of visitors. Turley and Milliman (2000), note that "the effect of the retail environment on consumer behavior is both strong and robust, and that it can be shaped to increase the likehood of eliciting particular behaviors from shoppers". ( as cited in Michon, R., Chebat, J. C., & Turley, L. W., 2005, p. 576).

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Most of structure plan in shopping malls were design accordance to the consumers' needs and satisfaction. Most of the mall organizer has learned from the behavior of consumer whom visits the malls. The spacious space, the strategic location for meeting each visitors are the ideas of creating the feel of being adapt to the space and the environment as a whole. Ramlee, N., & Ismail, S. (n.d). People love to be around their community. People seek for others for attention and approval. Socialization allows interaction and exchanging knowledge. Socialization can happen at any time and any places (p. 521).

The ability to create space could stimulate and blend the existing features of malls to become the most significant in shaping the continuous adaptation to the malls. Furthermore, the arrangement of assorted retails were designed to reflect the audiences in order to increase the traffic to the shops. The organizing space through retails shops became crucial in determining the accessibilities of consumers to the malls.

Watson, S. & Studdert, D. (2006) stated "…markets can offer possibilities not only for local economic growth but also for people to mingle with each other and become accustomed to each other's differences in a public space; in this way, markets can act as potential focal points for local communities" (p. 3). Therefore the malls plays an important role in building culture of social interaction among urban consumers.

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### 3.3.3.1 First Artwork: *Never Silent Floors*, 2014.




*Figure 3.3.3.1.1* Some of example the urban consumer interaction towards retails shop in shopping mall in KLCC, Mid Valley and Pavillon.

The progress of the first artwork was carried out by identifying the values of social interaction which shaped through the consumers by visiting the malls. From the observation been made, it shows that the interaction values among urban consumers are more apparent at the compound of shopping centres. (Figure 3.3.3.1.1). The observation took place in few local shopping malls such at the ground floors and others spaces inside KLCC, Pavillion and Mid Valley.

The production of the artwork start with observations on whole environment of shopping malls which build in several levels and it also involves finding the public reaction towards surrounding and also including the act of interaction made by the urban consumers, as daily routines environment in the shopping centres. The activities been observed in ground floor, inside shops and walking path inside mall. The main issues in producing artwork involves the activities of buying, selling, mingling, peoples strolling in the malls and including the social connection or interaction among visitors.The observation conducted through the photo documentation.

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The development of the artwork continues by creating the specific environment which could represent the actual situation in the malls itself. Each images selected becomes as representation of the social interaction which happens in the malls' compound. The whole artworks consisted about representation of five panels or representation of floor levels provided in shopping malls. The elements of public interaction between the surroundings and among people become as major images to construct the artwork. The objective is to create a representation of active visual in shopping malls, that involves a visual with various angel and perspective. In terms of format of the artwork the selection of panoramic view seem appropriate and suite with the objective of the artwork.




*Figure 3.3.3.1.2* The urban consumers show their interest in many ways therefore it creates the interaction and communication towards their surroundings.

The interaction among urban consumers during the visiting malls indicates and portrays the urban ways of socialization. Since the malls became as one stop centres, the ability to hang out and socialize turn as routine for urban community when visiting shopping malls. Most of the time malls become for centres of meeting and mingling among urban people and it is more obvious

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during peak time such as, in the weekend, or any particular sales, and any special occasion (Figure 3.3.3.1.2).



*Figure 3.3.3.1.3* First experimentation using the images took from activities in mall.

The process of development of works, start with selecting and segmenting the images collected onto one single space (Figure 3.3.3.1.3). At the first experimentation, the images very much focuses on concentrating on special occasion held in shopping malls, such as event which portrays the activities such a fashion shows, concerts, special car promotion from any particular organizer, and many more. It's is to relate with actual situation which shopping malls is huge and open public socialization space. As state by Ramlee, N., & Ismail, S. (n.d). People come to the shopping mall not only for shopping but also to socialize. In the shopping mall, they able to meet other people and interact with them (p. 522).

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From the sketch made shown that the images are too divided form each other and it seem not presenting the environment as expected. The use of images to represent the environment need to be developed jointly and coordinated with the figure to avoid from look as saparate and random location.




*Figure 3.3.3.1.4* Second experimentation using images captured from scenery in shopping mall.

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Another set of experimentation were made in a way to fulfill the objective of the artworks (Figure 3.3.3.1.4). Second experimentation made by combining the elements used in the first experiment with addition of more related to environment of malls itself, in way to create a relationship between the space and the consumer activities. At this time the sketch and the experimentation of artwork is considered to nearly answer the objective of the artwork. Similair with pervious artwork, the experimentation conducted through Photoshop application, Layers, Blanded Layers, Filters, Line Drawing effects, Coutout, alteration been made regularly until the desire composition with colour forms.

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*Figure 3.3.3.1.*5 Some of final composition the combination of several images and manipulation in way to creating the interaction environment based on shopping mall space.

The artworks continue and develop according to the objective set at the first place. The changes are made with some alteration and adjustment in choosing and selecting the image. The idea of presenting each floor level of compound in shopping malls could represent very much more the aspect of environment.

The artworks are made of from a combination of image segments collected during field works (Figure 3.3.3.1.5). Each of the images selected will portray the consumer activities and the environment represent in shopping malls. The activities such as visitor conversation among friends, and the interaction of visitors towards the surrounding such as looking at the advertising signage, strolling with friends, communicating with seller and many more become as priority subject in the artworks.

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*Figure 3.3.3.1.6* Final artwork *Never Silent Floors*, (2014), printed on sticker, light boxes, bulb, sticker, wire, 72 cm x 16 cm each panel.




*Figure 3.3.3.1.7* Detail of artwork.

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The finals artwork (Figure 3.3.3.1.6 & 3.3.3.1.7) consists of about five panels or representation of panoramic view of floors level in the malls. The construction of images related to imitate the actual environment in the malls. The translucent effects created from material such sticker and acrylic sheet were used and could be associated with the openness characteristic of most of shopping malls today. In addition most of the malls nowadays, implements a borderless concept shops using the glass and transparent material. The artwork presented in a form of light boxes, which imitates and influenced by the environment in shopping malls.

With full of advertising signage and lighting the artwork carries up the massage of communication towards the urban consumer every time they visit these malls. The image of gigantic and huge advertising hanged in each corner of malls brings the great influence to the shoppers. It's not just a huge poster of model from fashion design but it creates a silent interaction and communication to the visitors. The promotion banner and sales sign creates a two way interaction towards the consumer and it becomes a silent salesman to them.

The artworks presentation in such a way are significant in portraying the activities on how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding. Similar with statement made by Norshahidan Mohamad, academician, (Expert Review, 2 February, 2016) in his review about the artwork stated that: "In terms of format and presentation of this work I like, how the picture or images in the artwork been presented in format

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wide angle view, when looking at it as if the observer felt around the experience of seeing the behavior and activities highlighted".

The ability for shoppers to move from door to door among retailers could increase the stimulation of consumers in staying much longer. Furthermore, the application of layering of image in this artwork in way to create such movement which can be as a part of the interpretation of consumers activities. Generally the social interaction in malls depends on the space provided to the visitors, the more space the more opportunity occurs for consumer in making connection and interaction to their surroundings.

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### 3.3.3.2 Second Artworks: *Relay on Floors,* 2014

Another set of artwork is produced in way to look into different angle of study. As far as we are concerned, malls could be considered as the line-up of object of desire with a variety of commodities already waiting their fevourite customers. The development of the second artwork pursuing out by identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls.

From the observation been made, we were shown that the interaction values could come from the physical in front of retail shops, which is the first place consumers would look at. According to Abidin, Z., Zaha, N. A. & Abdul

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Aziz, A. (2011) stated that "Consumers' attention and interest can be captured through the execution of window display as a retail strategy" (p. 58).

The key to a successful window display resides within its ability to establish its connotations and meaning of the niche market and through effective operation in terms of design composition, visual cues and the understanding of consumption culture could help facilitate the window displays work effectively. From these characteristic each shop turns as a body of communication and interaction towards visitors and are more apparent at the shopping centres.

The observation for the study took place in local shopping malls floor at The Garden, Pavilion, KLCC, and Mid Valley and also other malls. From the observation made, it was found that the continous relay of existing retails shop is seen as sign of obsession of consumer and malls organizers. The repetition of retails shop turn as an unpredictable theraphy for the consumer or visitors. With colour and full of brands, the items brings the continous stimulation to evoke the consumer feelings. Frequently the retail shop will change and replace their display items in oder to create a so-called trending situation. Its is an obvious evidence to claim that the the appearence of fronts retails outlets turns as an unspoken interaction between the consumers and retail shops.

The interaction does not just build the intermidation by the perception and the good ambience of the particular store but it will also evoke consumers' idea in decision-making by pleasing them with persuasive characteristics and afterwards increases their desire to enter the store in a more visual manner. The

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visual stimuli also gives consumers instant transmission of information located at the first primary space that makes contact with customers. The meaning of interaction happen when the ability of consumers to combine the visual elements during the process of perception to form characteristics of the merchandise in an unconscious way. The interaction process would help consumers to be able to appreciate the overall design of the merchandise.

Second artwork produced in a form of light boxes, contains about 63 images and using nine panels represent of window displays and the images of front doors of retail shops. It was taken from various location of malls as representation of the issues of interaction between the outlets shops and the mall visitors.

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*Figure 3.3.3.2.1* An example of few retails outlet and window display in malls.

The process of selecting the appropriate images (Figure 3.3.3.2.1) were made by choosing the variety of brands outlets which represent the actual malls outlet. Restaurants, bread shops, fast food restaurants, fashion outlets, and other window display become as a priority subject in making the artwork. The

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selection of the images were not only limited towards the physical retail outlets but it also includes the activities of the consumers either inside or outside the outlets.

The arrangement of actual retail outlet in the malls could be considered as the repetition of urban enthusiatic towards their obssesion. Most of retail outlets are located side by side and most of the outlets will present their items as best as they can in a way to captivate the eyes of the visitors. With help from light and good arrangement of the display items at the front doors and window display each shop will create more atteractiveness and generate interest among visitors.

Most of them uses the accent or diffused light to create the illumination and the intensity effects to the phsysical appearence of the shops. Imitated from an actual situation the artwork produced applies the same concept in oder to carry out the mood of being infront of retail shops. On the other hand, it creates arousal motives persisting in an environment.

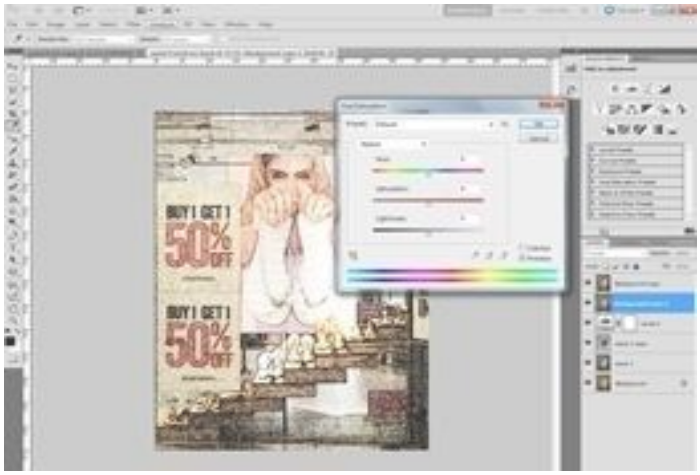



*Figure 3.3.3.2.2* An example of process of manipulation images using Photoshop software.

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*Figure 3.3.3.2.2* Continue.

The way the images constructed and experiments are based on the previous method which is using the application of Photoshop software. (Figure 3.3.3.2.2). The images are manipulated and adjusted in accordance to the priority characteristic of the image being displayed. Every image has been simplified and retain only the major and focus subject. Some of the background design are set in idle or turn into blurred in way to give more intention to the front image.




*Figure 3.3.3.2.3* A few experimentation are made to find the appropriate condition.

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*Figure 3.3.3.2.3* Continue.

After several attempts, the process of making artwork is continued with a clearer and justified platform. The visualization of the image and arrangement of artwork been decided according closely to the actual scenery in the malls. Each image will focus either to potray the visitors activity or to present the images of a shop's charecteristric (Figure 3.3.3.2.3).

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*Figure 3.3.3.2.4* Final image will use in the artwork.

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*Figure 3.3.3.2.5* Final artwork *Relay On Floor*, (2014), light boxes, wire, sticker on acrylic sheet, T5 bulb, 40 cm x 183 cm (each panel).

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The Final artwork presented in a form of 9 major light boxes with a size of 180 centimeter times 40 centimeter each. (Figure 3.3.3.2.4 & 3.3.3.2.5) With light inside and the images made from sticker could lead the attracted eyes catching the impression. The arrangement of artworks will be set side by side in a way to create a similiar environment as in the malls. By selecting the material used such as arcylic sheet, light boxes and stickers creates a certain impact towards the perception of a window display and the front entrance of the retail shop.

Malls as we notice will present thier visual merchandising and maintains the stores' image through effective and persuasive graphic designs and attractive

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visual arts with the purpose to attract, engage and motivate the customer towards making a purchase. The artwork produced could become as a suggestion and representation the actual malls which is shaped and created to seduce and charm customers to enter the shop. The visual appearence itself could turn as a medium of communication of retail shops towards consumer perception.




*Figure 3.3.3.2.6* Some details of the artwork.

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This light boxes incorporates the images of current promotional concept at the shopping centres where the most prevalent promotional medium would be to use advertisement boards to display their promotions and the images of passers-by and induce walk-ins, activities in front of shops become as sign of interaction towards the environment.

Presented in a form of huge light boxes, which imitates and influenced from the continuous relay side by side retail shops environment in a shopping malls the artworks with full of image of current trend, the artwork carries out the massage and transfers it to the consumer as a medium of interaction and communication in malls' environment.

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The artwork suggests and creates a two way interaction towards the consumer and it becomes a silent speakers to visitors. The artworks produced, are significant in portraying how the malls and visitors interact with each other. Every single retail doors and window display represents the continuous 'mantra' to the consumers. In addition, Nurul Ashikin Shuib, curators, (Expert Review, 19 February, 2016) stated on her review : "The mall can create intense competition among retailers in promoting and offering benefits or certain uniqueness and satisfy the tastes of the buyer. It depends on the creativity of how retailers can make the buyers excited to purchase (purchasing power). They will interact and communicate towards people who are obsessed to them. The image on the boxes and the light projected symbolize the moments of stimulation and enthusiastic of consumers".

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Thus, through the production of this work, it becomes a form of reserved that gives an indication of the diversity and environmental sustainability mall filled by promotion aspect that encourages users to interact in order to meet their needs. Each store has its own unique character that seems to alert the user to come in. The use of light to create special effects in the physical display stores have an impact that enables user interest. Endless string of stores indicates meditating on stores exhibition and it is a part of the rhythm mantra constantly repeated in malls environment nowadays.

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# CHAPTER 4

## CONCLUSION

The research project investigate the physical aspect and social cues of shopping malls within the context of environment and social interaction in transforming, manipulating and maintaining the everyday practice of urban lifestyle society. In addition, it also reveals that within the shopping malls the form of materialism and lifestyle contributes to how urban societies project their sense of personal status through the consumption of things. Moreover, the aspect of commodity and brands symbols consist in the shopping malls played as significant role in stimulating the obsession, satisfaction and building the identity and further improving lifestyle of urban consumers.

The research project establishes three key features in correlation between luxury, casual and social interaction within shopping malls which impacts consumers shopping experience, perception and emotion. It also contributes to expand and promote the new culture of lifestyle upon urban societies. Within these features, shopping malls turn as one stop centre in providing and fulfilling the urban consumer physical and mental needs and eventually contribute to

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change and shape culture lifestyle and been practice as everyday routine among urban consumers.

The outcome of this investigation also reveals that physical aspects of shopping mall in form of multifunction, recreation, entertainment, casual, free excess motivated consumer attraction. Meanwhile the effect of malls atmosphere projected through lighting, music, variant colour, simplicity, catchy, openness elements employed psychological motivation and increased the emotional and enjoyment value which positively affects consumer's consistency in visiting shopping malls in everyday routine.

The outcome of this investigation reveals the impact on aestheticisation of visual atmospherics in shopping malls as popular and everyday culture. The aspect of aestheticisation through visual atmospherics provides stimulation and enhances the enjoyment of psychological feelings. The impact on physical appearance with modern concept, exclusive, sophisticated, contemporary, and up to date elements in shopping malls create an attraction that seen as highest level of prestigious environment encompassing several physical and psychological values that impacts consumers' lifestyle. Through the practical investigation developed in this project, it was established that the visual aesthetic concept towards physical surrounding of shopping malls influence and mesmerize consumers.

The significance of the research project is based on the aspect of advertising attributes in promoting consumers awareness within the shopping

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mall. Through the medium of window displays, large scale ads plus very persuasive advertisements and signage which create impact on product and brands image. It also successfully promotes fantasies, convincing the consumers that the objects are the source of the consumers' dreams. Hence, the varieties of media application in advertising expand the aestheticisation of shopping malls environment in form of image and text. It also activates and arouses the sense of enjoyment, imagination, aspiration, hopes and fantasy in the mind and psychology of the consumers. In addition, the research project incorporates the elements of lights, translucence, layers of images method as metaphor or symbols and set as representation of urban new lifestyle culture which are layered behind the advertising which stimulate the consumer activities. The contribution of research also look into another aspect of shopping malls as spatial densities towards environment whereby the congestion of visual information in form of variation of promotion, advertising, sale, large scale billboards, products and others provide a reflection and build up the enjoyment and enrich the option and choices to consumers.

The project is significant to the field of printmaking in the aspect of manipulating the industrial material use in commercial advertising and representation in the context of print-media. The projection of alternative printmaking contribute in enhancing the printmaking, in the context of Fine Art discipline and also contribute in establishing the printmaking discipline as a whole. By projecting artwork using the computer generated image within the advertising industrial materials such as acrylic sheet, transparent stickers,

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lighting, the specialty of the artwork impact visual and image making as different approaches in interpreting consumers issues.

Finally the project research has established in extending the scope of understanding new culture of lifestyle towards shopping malls. The elements of shopping malls are not solely for buying and selling things but moreover it is about taste, desire, and obsession in large scale it represents how the urban society celebrates aspect of consumerism as a whole. The research project opens vast potential aspect towards consumerism in various future possible researches. The research project provides suggestions and act as a catalyst in experimenting the advance material in printmaking discipline and also the significance in challenging and contributing towards more variations of approach in future research in term of broadening the opportunity to employ the new media application in constructing artwork. Since the research deals with the act of people, technology development and modern culture lifestyle it could be more obvious to plan for future research project which develop into more interactive approach, using high-tech media such digital video installation and media interaction application, and it will suggest more apparent and close to theme discussions.

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# APPENDICES

## A) LIST OF ARTWORK



*My Dreams Become True*, (2012).
Digital print on canvas,
92cm x 92 cm (each panel).

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*Act Like Me!'*, (2012).
Digital Print on canvas,
1000cm x 183cm (40 cm x 183 cm each panel).

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*Seeing Double*, (2012 comprise of 32 pieces of light Boxes
Boxes, bulb, sticker and acrylic sheet,
42 cm x 32 cm (each panel).

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*Space To Consume, (A)* (2013),
transparent sticker on acrylic sheet  a fishing line, Installation,
366 cm x 660 cm x 120 cm

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*Space To Consume, (B)* (2013),
transparent sticker on acrylic sheet  a fishing line, Installation,
366 cm x 660 cm x 120 cm

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*Redeem Lets Light it Up*, (2013),
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

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*Cash -As Usual*, (2013),
Printed on sticker, shopping bag, stickers, rope, bulb, wire, installation,
Dimension variable.

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*Never Silent Floors*, (2014),
Printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

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*Relay On Floor*, (2014),
Light boxes, wire, sticker
on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

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*Relay On Floor*, (2014),
Light boxes, wire, sticker
on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

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**B) EXPERT REVIEW**

# REINTERPRETING SOCIAL LIFESTYLE OF URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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**Research Background**

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

**The Research Context**

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

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Pada pandangan saya, karya ini sememangnya mempunyai kaitan dengan pengalaman saya dimana ia merupakan sebuah karya yang memberi penegasan dalam keinginan untuk memiliki barangan mewah yang sememangnya sinonim dengan sifat wanita terutamanya beg tangan berjenama yang menjadi kegilaan golongan wanita zaman serba moden ini. Ini adalah kerana pengaruh pusat membeli-belah yang sentiasa dijadikan sebagai pelantar dan tumpuan utama untuk membawa budaya mewah ini kepada semua masyarakat terutamanya golongan elit yang lebih mampu untuk memilikinya dengan mudah. Fenomena budaya kebendaan ini telah menjadi rebutan dan permintaan yang tinggi kerana ia merupakan satu kepuasan individu terhadap kepenggunaan dan kebendaan. Secara mata kasar karya ini berjaya membawa mesej sifat obsesi saya terhadap barangan berjenama mewah yang kini merupakan sebahagian daripada hobi saya untuk mengumpul beg tangan berjenama untuk kepuasan diri sendiri yang mana jenama ini merupakan simbol, istilah, tanda atau nama kombinasi yang menonjolkan sesuatu identiti. Karya ini, banyak penggunaan warna-warna premier dan sekunder yang terang untuk menarik perhatian *audience* supaya tertumpu kepada objek utama selain daripada nilai komposisi dan keseimbangan di dalam karya.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Secara amnya, karya ini menampilkan imej-imej promosi yang jelas menampakkan gaya hidup mewah dan moden yang mampu menarik minat pengunjung untuk singgah ke premis. Pemilihan imej juga sangat bertepatan dalam menyampaikan sesuatu mesej tentang barangan selain daripada penggunaan warna latar putih yang mampu membangkitkan imej dan objek dengan lebih tepat. Penggunaan imej yang besar dalam karya ini, sangat bersesuaian untuk menarik pandangan mata pelanggan supaya terus tertumpu pada *subject matter* yang ditonjolkan untuk menampakkan kehebatan produk supaya lebih menyerlah.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Dizaman serba moden ini manusia sentiasa menjadikan pusat membeli –belah sebagai tumpuan utama untuk mendapatkan apa yang diingini. Ini adalah kerana pengunjung amat mementingkan identiti pusat membeli-belah iaitu kemudahan dan keselesaan atmosfera, imej dan faktor kedai serta aktiviti sosial. Ketiga-tiga faktor ini amat signifikan dengan menitikberatkan kepuasan dari segi pemilihan barangan terutamanya pembelian produk berjenama. Begitu juga dengan reka bentuk iklan/grafik, pengolahan warna, ruang, susun atur dan pengcahayaan memainkan peranan penting dalam usaha manarik mata pelanggan. Karya ini banyak bermain dengan pengulangan saiz imej yang sama dan keseimbangan simetri untuk menampakkan ketegasan tentang sesuatu maksud terhadap imej yang dipaparkan.

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume*, (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

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The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Masyarakat masa kini sanggup pergi ke pusat-pusat beli belah yang mampu menawarkan keistimewaan atau keunikan tertentu serta memenuhi cita rasa mereka samada untuk membeli-belah, beriadah, hiburan dan aktiviti sosial. Di Malaysia, semakin banyak pusat-pusat beli belah yang menawarkan tema hiburan dan rekreasi luar *(outdoor recreation)* di ruang luar premis bagi memenuhi cita rasa pengunjung terutama golongan remaja yang suka bersosial sepertimana karya di atas banyak menonjolkan imej-imej figura manusia daripada pelbagai kategori yang gemar bersosial untuk cara merehatkan minda, terapi dan cara hidup masa kini. Cara instalasi karya juga berjaya menarik minat penonton kerana pengaplikasian teknik *transparent sticker* di samping pengcahayaan yang maksimum. Artis bijak memaksimumkan penggunaan ruang yang diberikan supaya karya nampak lebih padat dengan mesej-mesej tertentu.

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**Artwork No. 2**



***Redeem Lets Light it Up*, (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Banyak budaya kasual yang seringkali kita lihat di merata-rata tempat terutamanya di kawasan pusat membeli belah. Salah satu daripadanya ialah budaya pemakanan makanan segera yang tidak boleh dipertikaikan dan sentiasa menjadi pilihan utama terutamanya golongan kanak-kanak dan remaja. Perkara ini merupakan satu trend masa kini termasuklah trend fesyen yang meletop-letop disebabkan oleh cara hidup yang lebih moden dan materialistik serta juga budaya ingin memiliki oleh segenap dimensi. Sepertimana mesej yang cuba disampaikan di dalam karya di atas, artis ingin menonjol cita rasa pengunjung yang diamalkan melalui budaya dan cara hidup moden yang lebih cenderung ke arah budaya barat terhadap fesyen mania, sosial dan hiburan, makanan segera, berbelanja dan kebendaan.

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**Artwork No. 3**



***Cash -As Usual*, (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

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The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Kejayaan sesebuah pusat membeli-belah sangat bergantung kepada keupayaan sesebuah gedung dengan memenuhi cita rasa dan kehendak pengguna masa kini. Salah satu kaedah yang sering kali digunakan untuk membentuk pusat membeli-belah sebagai aktiviti kasual adalah melalui iklan promosi jualan harga runtuh atau potongan harga yang tinggi. Ini kerana iklan mampu berkata-kata untuk menarik minat pengguna. Pendapat saya tentang karya di atas berjaya untuk menyampaikan mesej yang total terhadap penonton melalui visual dan imej yang memfokuskan pada potongan harga barangan. Cara instalasi karya di atas juga dapat menonjolkan satu kelainan dengan penggunaan ruang yang penuh. Secara peribadi, saya berpendapat bahawa adalah lebih baik sekiranya artis cuba untuk memvariasikan saiz *subject matter* (beg kertas) yang berbeza-beza saiz supaya nampak lebih pelbagai dan harmoni.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Pusat membeli-belah merupakan tumpuan utama dalam kehidupan masyarakat kini. Tempat ini sering dijadikan sebagai tempat pertemuan dan interaksi samada dalam suasana terancang ataupun tidak terancang. Interaksi boleh dikategorikan kepada faktor perniagaan, sosial, terapi mahupun hiburan. Ini berdasarkan kepada akses yang mudah, persekitaran yang selesa, fasilitis dan lain-lain. Mesej karya di atas lebih menceritakan kepada interaksi fesyen dan hiburan yang mana penggunaan teknik agak menarik tetapi imajan figura agak kurang jelas dan warna yang kurang menonjol. Sekiranya artis menggunakan warna yang lebih agresif, mood karya ini akan lebih memberangsangkan pengguna ataupun penonton yang memandang.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

Pusat beli belah boleh mewujudkan persaingan sengit dikalangan peruncit dalam mempromosikan di samping menawarkan keistimewaan atau keunikan tertentu serta memenuhi cita rasa pembeli. Ia bergantung kepada kreativiti peruncit bagaimana cara yang boleh membuatkan pembeli teruja untuk membeli (kuasa membeli). Apa yang dapat saya huraikan, karya di atas banyak menggunakan sumber cahaya terhadap ruang tertentu untuk mewujudkan perbezaaan yang utama pada subjek yang hendak ditonjolkan supaya pengguna akan terus tertumpu pada imej tersebut yang mana kadang kala ia boleh membuatkan pengguna akan terus membuat keputusan untuk membeli tanpa berfikir panjang. Penggunaan imej grafik di pusat membeli-belah amat penting dalam strategi pemasaran sesuatu barangan. Maka disebabkan itu, karya di atas banyak bermain dengan imej-imej moden yang selari dengan fesyen dan trend terkini untuk taktik membeli pelanggan.

**Name : Nurul Ashikin Shuib**
**Position /: Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) : Muzium & Galeri Tuanku Fauziah, USM**
**Signature :**
**Date : 19/02/2016**

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls cultural values. The review aim is to identified the respone towards the context and the content of the issues raised in shopping as place for promoting the cultural value among urban society. The respone in this review could be based on formalistic aspect or presentation of the artwork.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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**Research Background**

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih, Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

**The Research Context**

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

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**Artwork No. 2**



***'Act Like Me!',* (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**






***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

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The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

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**Artwork No. 3**



***Cash -As Usual*, (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

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The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artworks produced are portraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

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The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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**Name :**
**Position /: Arist/ Curator/ Art Historian/ Academician**
**Institution (if applicable) :**
**Signature :**
**Date :**

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**Mohammad Khizal Mohd. Saat**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

People are bombared by catalogue or advertising and compelled to make a choice "to impress people they dont like, buy items they don't need, by money they don't have (credit)".. Fight Club 1999
In the urban milieu, lifestyle is designed by the capitalist who has no religion except to gain more profit. People are breath in the amid of advertisement and regurgitated by the ideal images & perfect life every day in their bedroom, on a cell phone, television, on the road and almost any possible ~~or~~ place to advertise. The race of catchny customers is so fast and who ever take control of people's dream, they control the market and the ~~cash~~ cash. This artwork epitomised the taste of women who desired a handbag which badly designed for illogical price to attain such a higher standard ~~of~~ or status the body circulated in the sick society who measure tangible things to construct ~~an~~ an imaginable rank of people by looking what clothes, watch, handbag, shoes they wear. This artwork quipped women by listed as many handbags as he can to mawkish them to trigger 'which is yours?' Naturally when people are ~~ser~~ served with choices, it's hard to refuse and start to build imagination which belong to them.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Nine out of ten of their sources, a big company may spend on advertisement. the ramification of this act leads the prediction and taste of the people. Repeating and, mesmerising and hypnotising weak mind turn them into an obsession. Unaware being manipulated and aimless to seek happiness, people trust what is poured into them and create an imagination others are received same information as they did and believe it too. Kmizal's idiom articulated in this piece hence ~~this~~ he depicts the perfect Europeans features, fair skin, fashionable, equipped with luxurious handbags and got some style. Social standard (the way they expressive themselves) created by ~~and~~ an advertising company is very harmful to the people. Ads projecting the ephemeral fashion and followed by clueless people assume that would be the final and ~~at~~ ultimate design. Ads keep feed and lead people' unquenchable mind, as people without fail to keep the action of buying.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

These artworks consist variable windows of vivid and expensive brands. Branding required a lot of works to formulate the identity and bury them in people's mind. Resplendent yet fussing, the images seem to ~~it~~ compete with each other to protrude and try to win an endless race. People who are valued money and after gold and materials naturally get lower happiness and satisfaction. Socially, the relationships are getting mundane, less empathy, the interest in nature is subside, and no recycling. This inhuman process takes society to the imbalance soulless individual who are greedy and selfish.

This pieces mocking people who unwittingly identify the logos and brands and it's like 'in your face!', which can be construed as we live in the same milieu and walk the same path of the system. Games that they are playing invariably kept people dream and sow the seeds on a daily basis to grow the behavior and emotion of generation ~~unremittingly~~ unremittingly come to the mall and consume what they sell.

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**PHASE 2**

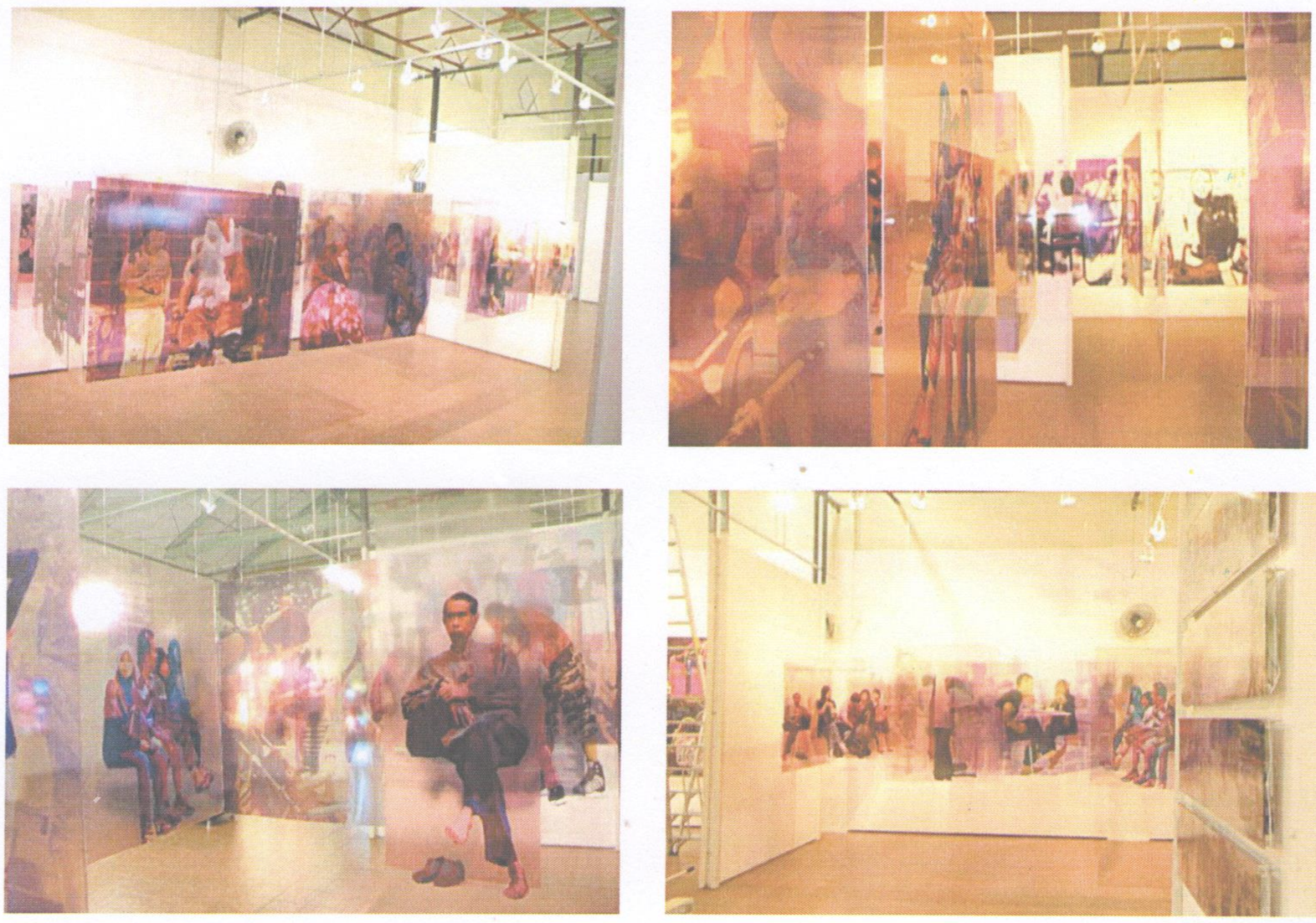
**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

This comment regarding the statement on this artworks.

"... casual values triggered by the environtment..."
the term casual carried a meaning of relaxed and unconcerned for those who are visiting a shopping mall. In facts the environtment is so colourful and mesmerising is created to deluded mind of the people by creating timeless space. Besides to bug goods and commodities, they plan for the people as they enter the theme park and make them forgot their problems. By using stickers and arcylics this artwork suggested that people have layered personalities, but at a glance they all disembodied and unified under the same culture and expressing the same emotion. They shared the emotion of excitement and the joy of the 'theme park' as they spend their money regardless who you are or where you from. Ethnicity won't work here as this space ready to be consumed by 'affluent' Malaysian.

Yes "the excitement and the freedom to be in a shopping mall for a long time..." but they are not be able to "...move freely..". People walk in the aisle and the path in the shopping mall just like human emulated mice in the maze after for a cheese. In this era, society locally and globally seeking one way or another to have peace in their mind and soul. Some of them find in the religion, entertainment, sports, art, and many more Shopping offers the same function. Culture that turned into obsession is a victory to the giant company to pull as many people as they can and makes profit out of it.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

What so obvious in the this artwork is light. The light illuminated young, energetic and joyful faces. It seems they had found their happiness there despite everybody know the models smile was fake. Society pays to visit the shopping mall for various reasons. This artwork reminds me the fly trap entice the insect to fly in. Light always get attention from an animal. This artwork treats our society with the same mechanism. The society who believed by buying things will get them somewhere, unremittingly visit mall space to claim what they being told by ads.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Promotion is one-way communication and mechanism to inform the public about their cutting prices. They try to reach as far as they can to pull visitors and buy their products. A paperbag can be signified as a ~~xxxxxx~~ luxurious symbol of people who can carry as many as they can and rely on the status or rank in society. Hanging bulbed paper bag with sales imprinted on it is something easy to digest and understood. Past experience and the recognisable object is an everyday item used taking for granted. This straight foward installation makes it less reverberated in signifying more questions and analyse. Those requirements are something critical on layering artwork who can provide a compact visual clue yet massive meaning.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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## Artwork No.1



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

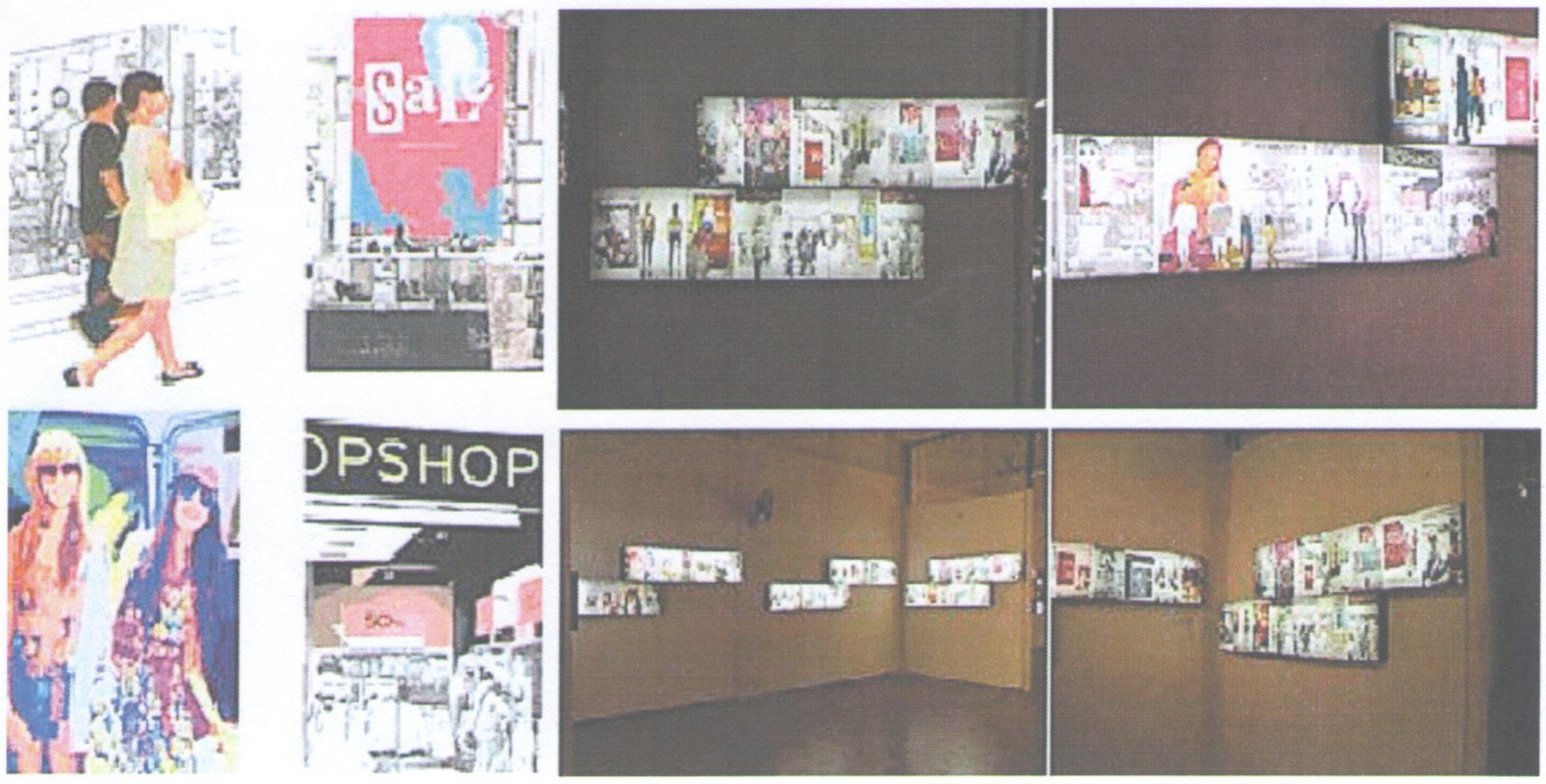
Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

This artwork try to show how people interaction taking place in the shopping mall. Human naturally will give any interaction they have and will reflect upon any situation that they are facing even though there is no scene before their eyes. Human brain cannot stop the mental process until they sleep or die. I rather call it to observe how people 'behave' inside the spectacular display and look how the set up used to persuade society. Mall company repleted with strategies of the persuasive images, text and body language to impose the ideas on people and start commanding what they should wear or use. Until then we know how people react to it. People who spiritually devoided succumbed to the desire and obsession.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

Scattered light box installed two row up and down invoke the emotion and experience of retail shops as they well organised and the facade of the shop becomes bait to the customers. well strategised first-impression mechanism installed to give a good image to the retailers. As customer passing by once again they are be given a choice to ~~make~~ pick which match their desire. At this juncture, customers invariably feel good and welcomed. Young, beautiful and well-dressed retailers always treat them as V.I.P, welcome them with smiles and make them convenient. I think this is what artist meant by 'theraphy' as sales man/woman treat customers like an old friend. There is nothing about negativity and bad atmosphere. the personality change when the buy and sell took place inside of the shopping mall.

**Name** : AFZANIZAM B. MOHD ALI
**Position /: Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) :** muzium & Galeri Tuanku Fauziah USM
**Signature :** Afzanizam
**Date :** 3/2/2016.

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# REINTERPRETING SOCIAL LIFESTYLE OF URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Social Lifestyle of Urban Culture Within Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how p connect and interact with their environment. The emergence of lifestyle malls poses interesting for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

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Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

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Peralihan medium, konsenvional kepada digital art, hasil pembawaan Ismail Zain dalam tahun 1980an ada memberi kesan kepada karya ini. Teknologi cetakan digital imej pada subjek diadun teliti dalam susunan bacaan harizontal agak mudah di dalam memilih rupa bentuk subjek. Karya ini sebahagianya hybrid dalam konteks seni abad ini.Gabungan digital mampu menonjolkan imej baru kerana daripada refleksi penggunaan teknologi.

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**Artwork No. 2**



***'Act Like Me!',* (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

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Gaya pengiklanan dan promosi sesuatu barang atau produk sangat memberikan kesan kepada nilai psikologi atau keinginan sebagai seorang pengguna untuk memilih, serta menikmati kehendak secara mutlak. Olahan yang menarik mampu memberikan impak tajam dari segi konotasi visual.Kefahaman terhadap pengaruh nilai komersial atau identiti sesebuah institusi sosial boleh digambarkan melalui penggunaan imej-imej popular yang merupakan cara atau tingkah laku hidup seseorang individu dalam masyarakat.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Seringkali kita akan melewati dan melepasi suasana riuh gedung-gedung membeli-belah dan kerdipan neon pelbagai bentuk serta warna yang popular. Ia melegakan ruang minda pengunjung yang merasai untuk semua terlibat sebagai penghayat kepada pembacaan teks-teks penarik. Susunan pada karya dibuat solah-olah memberi penghayat kepada sebuah khayalan ilusi-ilusi optik yang ditanam diminda untuk terus merasa dan menikmati rakaman visual.

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**






***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Ruang persona dalam setiap tingkat dan daerah semua sudut harus diterokai dalam sebuah gedung membeli-belah. Tidak lengkap dengan hanya mengekplorasi setiap premis. Harus menjadi interaksi jika bernasib baik bertemu rakan taulan bertanya khabardan secangkir jus buahan cukup melegakan untuk menlengkapkan siri penjelajahan ruang.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Mengangkat diri sama taraf kepada golongan elitan wajar diterima walaupun dengan membuang super-ego, berketidakmampuan itu ditolak ketepi demi mencapai satu titik kepuasan sebagai seorang pelanggan yang mahu dikategorikan sebagai golongan elit, golongan ini dilihat paling ramai memenuhi gedung besar.

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**Artwork No. 3**



***Cash -As Usual*, (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Tidak lengkap seorang pengunjung atau pembeli tidak membawa pulang paper bag berisi barang biarpun tidak berjenama atau bersaiz kecil,satu kepuasan untuk memiliki produk telah tercapai. Seringkali berlaku proses tawar-menawar, memenangkan hati untuk menjadi juara dalam penawaran. Setidak-tidaknya membawa sekali hadiah atau promosi yang ditawarkan oleh penjua. Beli 3 percuma 1, sangat menarik untuk seorang pembeli yang dianggap bijak.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Tiada banyak berbeza karya ini dengan karya Never Silent Floor. Karya ini dilihat boleh dibaca dalam ruang yang minimal. Permainan lampu atau pergerakan imej dalam karya boleh menjelaskan maksud dan tujuan pelukis untuk melihat kesinambungan kajian dengan karya yang dipermudahkan.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

Karya ini lebih menarik jika mampu berinteraksi kepada audian dalam konteks melihat gedung membeli-belah sebagai ruang menukar barangan.Berlaku interaksi antara pengunjung ia mungkin boleh hadir sebagai sebuah instalasi besar dengan padanan video berdurasi 30-40 minit dalam saiz yang sebenar seolah-olah pemerhati hadir dalam ilusi ruang sebenar.

**Name : Ahmad Fairus Yusof**
**Position /: Artist/ ~~Curator/ Art Historian/ Academician (please cirle~~)**
**Institution (if applicable) : -**
**Signature :**
**Date : 13 Mac 2016**

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Di zaman manusia yg mementingkan kebendaan ini, jenama menjadi pilihan. Pengguna akan mudah tertarik kepada produk yang comfik tersebut yang ditampilkan dengan reka bentuk elegance warna yang eksklusif.

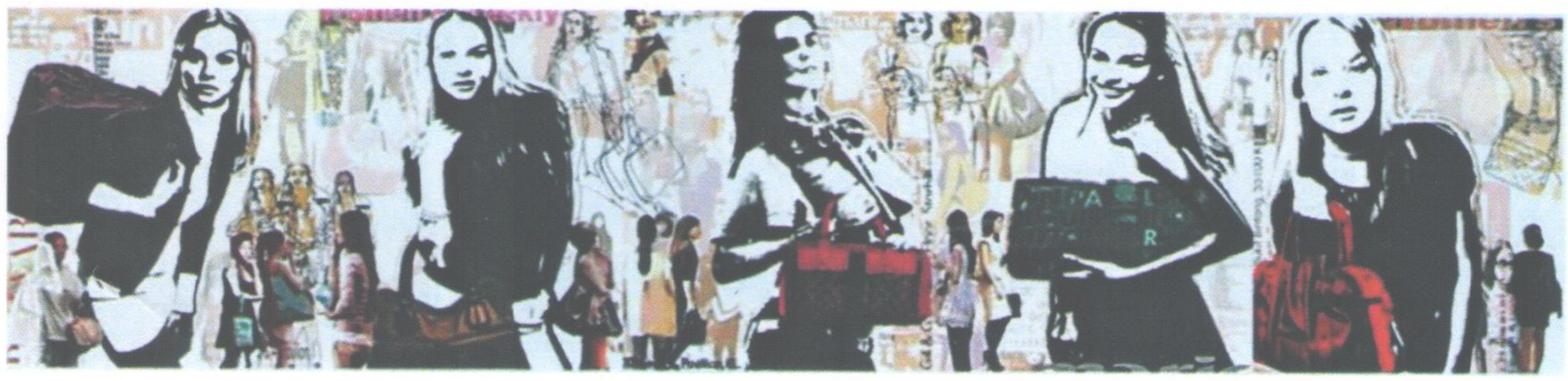
Pembeli akan lebih terdorong untuk membeli barangan yg menampilkan rekabentuk yg menarik. Pada kebiasaannya produk dari jenama terkenal amat mementingkan penghasilan yg memenuhi ciri2 mengikut kehendak pengguna.

Dalam karya ini, secara literalnya boleh difahami dan di kaji konteks yg menjelaskan tentang budaya atau gaya hidup bandar yang meletakkan nilai material sebagai kemewahan. Ia merupakan satu koleksi/himpunan produk peribadi wanita yg menterjemahkan sikap obsesi.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Obsesi boleh diterjemahkan melalui gaya hidup sesuatu masy. atau pengguna. Daripada karya (yg dihasilkan menjelaskan trend terkini yg mampu menjelaskan simbolik kepada sikap masy. yg mengamalkan budaya hidup bandar yg terlalu obsesi pada penggunaan barangan berjenama.

Penampilan imej wanita di dalam karya ini dirasakan mampu menarik minat pengguna atau boleh menjadi ikutan remaja. Jadi fajrul yg digunakan dirasakan amat bersesuaian.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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**Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.**

Iklan memainkan peranan penting dalam memperagakan sesuatu produk. Jadi pemilihan imej pada karya ini sangat sesuai untuk menggelapkan unsur kemewahan.
Logo atau lambang juga mampu menjelaskan unsur kemewahan. Sedara visual/ Kesan pada kepelbagaian warna yg digunakan boleh menggambarkan gambaran sebenar suasana shopping mall.

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

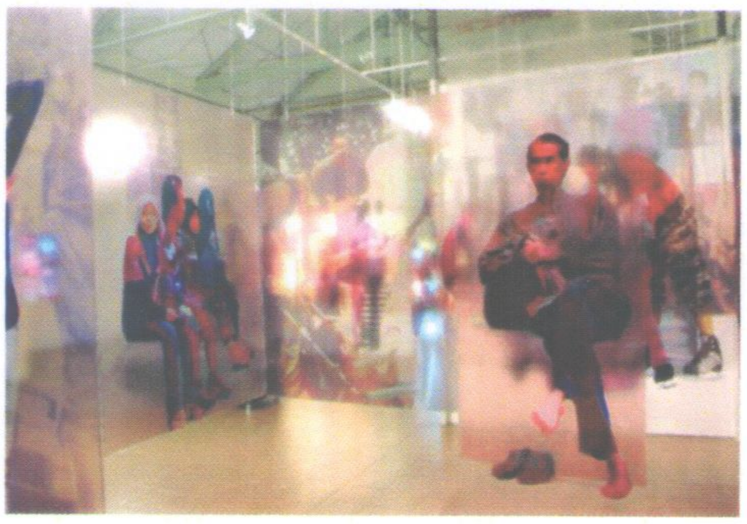
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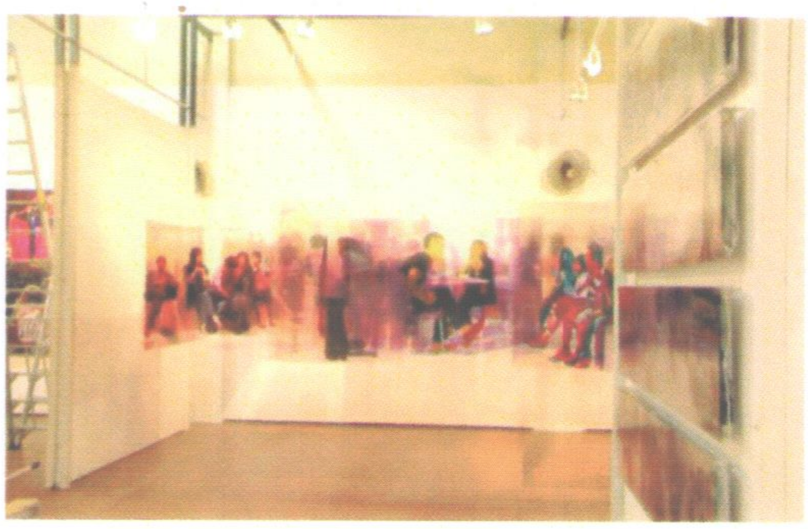
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**Artwork No. 1**









***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Dalam karya ini menampilkan keterbukaan ruang sehingga nampak jelas ~~fe~~ setiap aktiviti manusia yang melakukannya · shopping centre/mall. dan membudayakan budaya bandar menerobsi konsumerisme.
Konsep keterbukaan juga berupaya menarik ramai pengunjung bebas memilih barangan yg diminati. Pendedahan kepada sesuatu barangan ~~ke~~ pada lebih mendidik pengunjung.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

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**Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.**

Kerja ini dihasilkan menjelaskan tentang ruang yg disediakan oleh shopping centers sebagai 'One stop' center : pengunjung tidak perlu disediakan ruang dan kemudahan spt 'cafe' dan tempat rehat yang selesa. telah mendatangkan pengunjung. involve pada gaya hidup bandar.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Pada pandangan saya karya ini menggambarkan budaya membeli yang popular di kalangan pengguna. Paper bag. yg di hasilkan dengan pelbagai warna menunjukan warna-warni budaya bandar yang di huni oleh pelbagai bangsa dan latar belakang. Karya ini mempersembahkan budaya membeli dengan pelbagai promosi yg di adakan sebagai tarikan. Ia berlawanan dengan zaman sekarang yang membeli melalui on line..

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**




***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Perselitaran yang menggelakan kunjungan menjadi isu yang mungkin di ketengahkan didalam karya ini. Ia seolah menggambarkan yang shopping mall ini tidak akan tutup.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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**Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.**

Dalam konsep ini pada pendapat saya ~~ia~~ cahaya memainkan peranan untuk menyelaskan ~~stop~~ pirikan kepada premis. Promosi kepada produk di hadapan kedai dengan imej dan warna yang aktif mendorong pengunjung untuk datang. Pelanggan akan tertarik untuk melakukan "window shopping" sedah-olah tiada pewakhiran untuk kunjungan di sesebuah shopping centers.

**Name :** Azman Omar
**Position /:** Artist/ Curator/ Art Historian/ Academician (please cirle)
**Institution (if applicable) :**
**Signature :**
**Date :**

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Berdasarkan kepada karya, jelas memperlihatkan imej-imej pelbagai bentuk beg dan pelbagai bentuk warna & jenama. Melalui imej visual yang bersaiz besar (beg) karya diletak dengan berlatarbelakang imej 'shopping' kompleks dan imej-imej yang berkaitan dengan aktiviti membeli belah. Melalui karya ini, saya melihat ia sebagai satu perkara yang berkaitan dengan habit membeli belah dikalangan wanita. Pusat membeli belah merupakan kesesuaian dengan berbagai tawaran dan ia sudah tentu menjadi daya tarikan dan perasaan teruja. Dengan cara mempelbagaikan beg sebagai imej yang 'bold', ia ~~sesuatu~~ seakan menjadi daya tarikan yang memberi keistimewa yang tersendiri, serta memberi kepuasan kepada diri dan kesenangan dalam kehidupan. Produk ini bukan sahaja menjadi bahan yang harus dimiliki malah menjadi lambang kemegahan kepada diri.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Dalam karya ini digambar perbagai imej wanita digambarkan dengan perbagai gaya postur badan yang menarik dengan aksesori beg dan kasut. Melalui karya ini saya melihat kecenderungan individu disekitaran dengan daya penampilan diri dan aksesori yang digayakan oleh seseorang. Ia disekitaran bahawa material yang dimiliki oleh seseorang itu boleh menambah daya kecantikan pada diri. Dengan material yang dipilih samada didapati melalui pembelian dikedai atau di pusat membeli belah, seseorang akan membuat penyesuaian agar ia menjadi satu identiti yang tersendiri kepada penampilan dirinya.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Melalui karya ini saya melihat satu representasi kemewahan didalam situasi pilihsat membeli belah. Dengan suasana yang merah dengan pencahayaan cahaya, ini juga menjadi suasana kegerandeuran dengan tawaran pelbagai kedai dengan pelbagai tawaran produk dan jenama. Imej-imej ini juga mengambarkan promosi dan tarikan pada iklan-iklan yang dadakan untuk menarik perhatian.

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

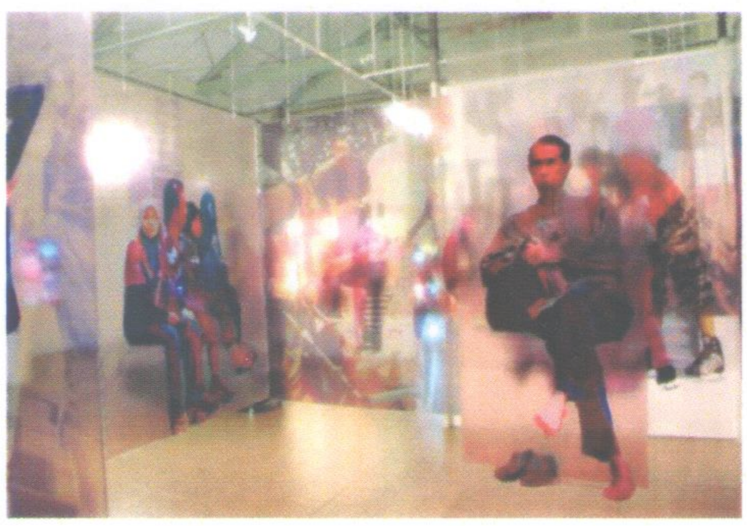
Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**






***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Meledusi peragaan karya berbentuk instalasi dicelaan ruang galeri saya melihat karya ini sebagai suatu representasi ruang membeli belah dalam situasi yang lebih artistik. Ilusi keadaan yang berlapis-lapis antara satu, imej dengan imej yang lain memberi gambaran situasi yang pelbagai, tanpa dan segala mata memandang.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Cara karya ini dipersembahkan melalui kotak limpahan lampu neon, memberikan satu situasi yang biasa kita lihat seperti dalam ruang pusat membeli belah. Imej-imej menjelaskan situasi dengan pelbagai ragam manusia dan pelbagai aktiviti yang dilakukan. Seperti lelaki biasanya kita akan lihat berseorangan, dan ia menyinari aktiviti kita bersama sahabat dan keluarga.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Beg menjadi objek yang selalu kita kaitkan dengan fungsinya untuk mengisi objek-objek untuk dibawa kemana-mana yang dikehendaki. Dalam karya ini beg menjadi fokus sebagai figura yang berdiri sebagai aktiviti membeli-belah. Ia menjadi satu kemasiaan dengan pelbagai penawaran produk dengan kelainan bentuk dan warna beg.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

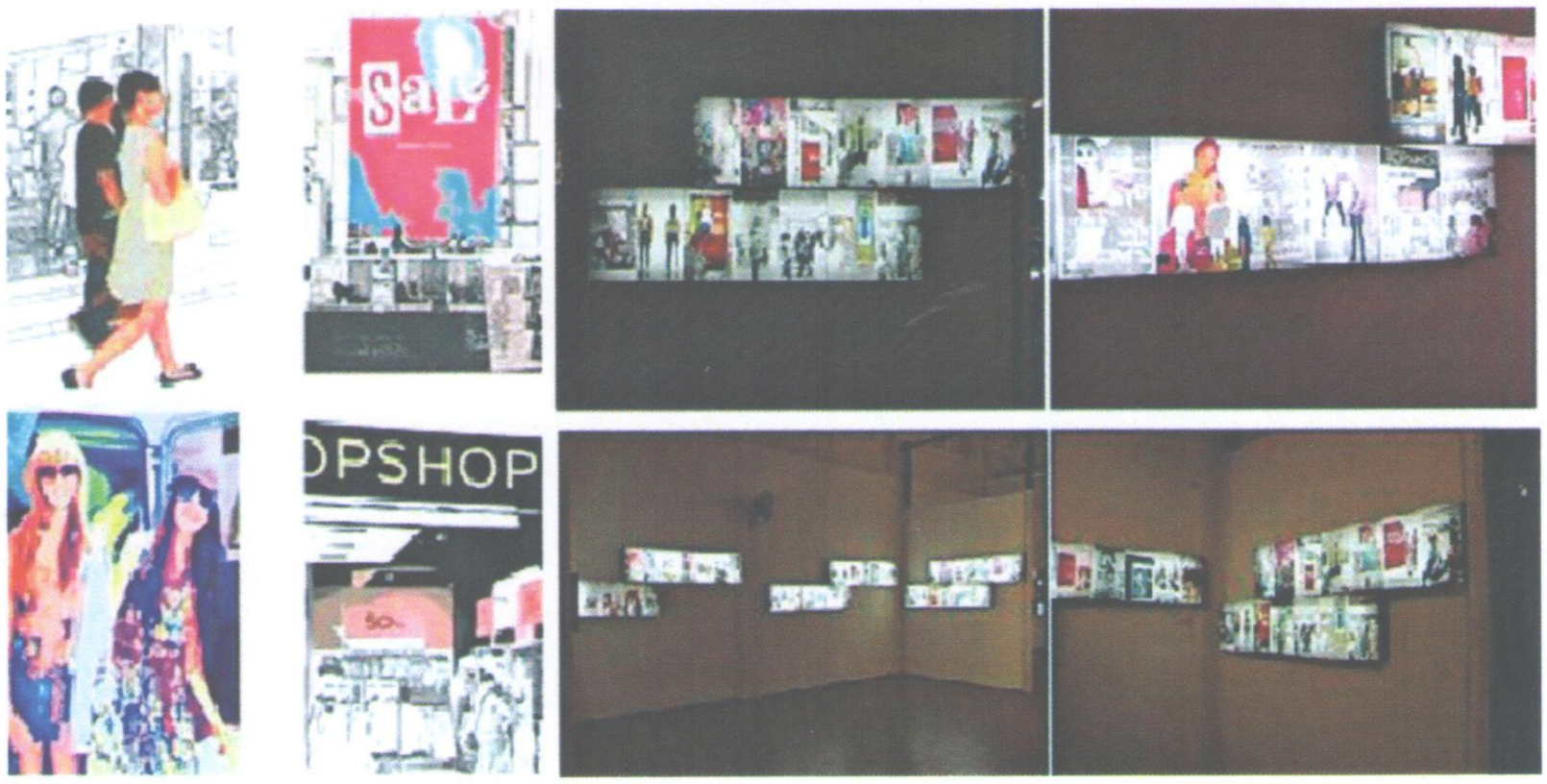
Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Karya ini menggambarkan situasi didalam pusat membeli belah. Imej-imej figura dengan pelbagai aktiviti jelas memberi gambaran situasi yang sentiasa sibuk, pelbagai ragam dan telatah pengunjung. Fokus imej-imej ini memberikan gambaran pusat-membeli belah yang tidak pernah berhenti dari suasana meriah.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

Karya yang menggunakan format light box sebagai persembahan memberikan satu situasi deretan kedai-kedai dimana pengat membeli belah. Pelbagai imej digunakan untuk menggambarkan kepelbagaian fungsian produk serta memberi satu daya ketertarikan untuk melibat satu unit kepada satu unit kedai yang lain.

**Name** : Baharin Samuri
**Position** : **Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) :**
**Signature :**
**Date :** 8/1

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# REINTERPRETING SOCIAL LIFESTYLE OF URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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**Research Background**

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih, Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih, Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

**The Research Context**

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will **focus** on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

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**Secara umumnya, dari aspek formalistik karya ini mudah utk dihayati kerana imej-imej beg tangan sebagai hal benda (subject matter) diolah secara realistik di samping imej-imej latar belakang diolah secara abstrak (bertindan-tindan?). Pengkaji mungkin memilih komposisi selari sebegini utk disesuaikan dgn realiti beg-beg tangan ini dipamerkan di dalam ruang atau kabinet berkaca di Shopping Mall. Selain drpd itu, hal benda juga amat bersesuaian dgn tema karya berkaitan reseach context. Jika dinilai drpd tajuk karya mungkin berkaitan dengan dilema (aspek emosi) pembeli untuk memilih satu atau bbrp item yang dipaparkan. Sy ingin mencadangkan (jika sesuai dgn research context) utk lbh memudahkan penghayat memahami mesej yg cuba diketengahkan oleh pelukis, mgkin pengkaji boleh mempertimbangkan utk memberikan sedikit penekanan terhadap logo atau jenama selain drpd aspek saiz, warna dsb setiap beg. Penegasan terhdp elemen jenama atau logo barangkali turut mendapat perhatian pembeli.**

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**Artwork No. 2**



***'Act Like Me!',* (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

**Pada pandangan saya, persepsi awal sy terus dpt melihat bagaimana patung-patung dijadikan sebagai bahan pameran utk menarik perhatian pembeli. Realitinya juga kita dpt melihat senario sptmana yg dipaparkan dlm karya tersebut yg memaparkan sikap ramai gadis atau wanita pertengahan usia menggayakan fesyen terkini dgn item-item mewah spt beg, kasut dan sebagainya. Karya ini walaupun digayakan separuh abstrak ttp masih dpt difahami mesej yg hendak disampaikan oleh pengkaji. Bagi saya karya ini menarik dan bertepatan dgn mesej yg hendak disampaikan berkaitan dgn sikap terhadap budaya bermewah-mewah dan berfesyen.**

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**ArtworkNo.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

**Pada pandangan saya, komposisi karya *Seeing Double,* (2012) sesuai dan bertepatan dengan mesej yang ingin disampaikan oleh pengkaji berkaitan 'kecelaruan' emosi dan kepelbagaian jenama dan subjek. Penghayat dapat merasakan 'kecelaruan' emosi (rambang mata) utk memilih dan menentukan produk utk dibeli. Komposisi sebegini memang menjadi pilihan beberapa pelukis sebelum ini untuk menyampaikan mesej berkaitan elemen 'kecelaruan' emosi terhadap apa sahaja isu. Antara karya tersebut sepert karya Bahaman Hasyim bertajuk 'Constructed Stories' tahun 1990.**

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**PHASE 2**

**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

**Paparan figura sebagai tema utama yang mewakili kepelbagaian kaum, bangsa dan agama jelas telah digunakan oleh pengkaji bagi mengaitkan dengan isu yg dikaji. Figura yg dipaparkan mencerminkan budaya masyarakat Malaysia yang sebenar berlaku di *Shopping Mall* iaitu menjadikan *Shopping Mall* sebagai tempat 'rekreasi' sama ada keluarga atau sendiri. Karya ini berjaya menterjemahkan idea pengkaji tentang apa yang ditulis sebagai 'as location in promoting the space for casual value among urban people.'**

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

**Karya ini juga berjaya menyampaikan mesej menerusi gabungan tema figura manusia dan unsur teks berkaitan isu kajian. Komposisi yang menarik dan penggunaan warna yang ketara dan imej realistik yang mudah difahami. Penghayat dapat merasakan keseronokan dan gaya serta gelagat pengunjung shopping mall yang menjadi fokus dalam karya ini.**

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**Artwork No. 3**



***Cash -As Usual*, (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

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The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

**Ide yang baik dan menarik dengan menggunakan beg plastik sebagai hal benda bagi mewakili pernyataan pengkaji berkaitan urusan jual beli. Setiap beg mewakili produk-produk dan kedai-kedai tertentu. Setiap beg bertindak sebagai 'agen promoter' yang secara tidak langsung mempromosi syarikat atau jenama tertentu. Subjek-subjek yang berkaitan dengan isu kajian juga berjaya ditonjolkan dengan baik dan jelas. Menarik juga apabila senario seorang pengunjung yg membimbit lebih daripada satu beg.**

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

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The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

**Komposisi karya adalah bersesuai dengan konsep 'the number of floors at most shopping malls' untuk menyampaikan mesej dengan jelas dan berkesan. Komposisi dan paparan subjek figura yang semi-realistik tetapi bermakna walaupun sekadar menggunakan unsur rupa dan garisan tetap mampu difahami dan dihayati dengan mudah. Idea karya ini jaga berjaya mewakili isu yang dibincangkan oleh pengkaji berkaitan dengan pernyataan pengkaji iaitu 'related to the shopping malls as place for interaction environment'.**

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

**Penggunaan dan pengolahan bahan yang baik dan teliti. Pemilihan subjek juga amat bersesuaian dan tepat utk menggambarkan 'shopping malls as space for visitors interact between the retailers and personal desires'. Penghayat boleh merasakan berlakunya interaksi antara pengunjung dengan pihak penjual dan digambarkan dengan pengolahan imej realistik. Keseluruhannya, sebuah karya yang menarik, bertepatan dgn isu yg dikaji dan mudah utk difahami oleh penghayat.**

---

| | | |
|---|---|---|
| **Name** | **:** | **Dr. Mazlan Hj. A. Karim** |
| **Position** | **:** | **~~Artist/ Curator/ Art Historian~~/ Academician (please cirle)** |
| **Institution (if applicable)** | **:** | **IPG Kampus Tun Hussein Onn, Bt. Pahat, Johor.** |
| **Signature** | **:** | **Ketua Jabatan Penyelidikan dan Inovasi Profesionalisma Keguruan (PIPK)** |
| **Date** | **:** | **6 Februari 2016** |

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Medium and Format: Cetakan size besar menjadikan kerja ini seperti dan kontekstual. Ia terfokus kepada bentuk strategi ~~advertising~~ advertisment.

Image/Subject: Branded bag kelihatan dominant dan mata terarah kepada simbol dan jenama yg melambangkan status dan gaya golongan elit. Bentuk dan warna menjolkan nilai exclusive.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Idea/Subjek: Model wanita dalam gaya fesyen ~~tersinga~~ (Menonjol seperti selalu terdapat pada butik pakaian.

Pengaruh gaya seni pop dijadikan sbg daya penarik kpd butik promosi barangan

→ Wanita sebagai subjek ~~butik~~ promosi selalu dipromosikan ~~dgn butik~~ sbg daya penarik dan menjadi idola ~~selalu~~ keinginan pemilik barangan.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Material/ composition: Menggunakan kaedah 'window display' ia seperti terdapat pada papan iklan komersial. Kamp

Komposisi yg menarik, serta teks, warna dan susunan font. Ia seperti ~~pppp~~ promosi pada iklan tv, majalah fesyen dan billboard.

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**PHASE 2**

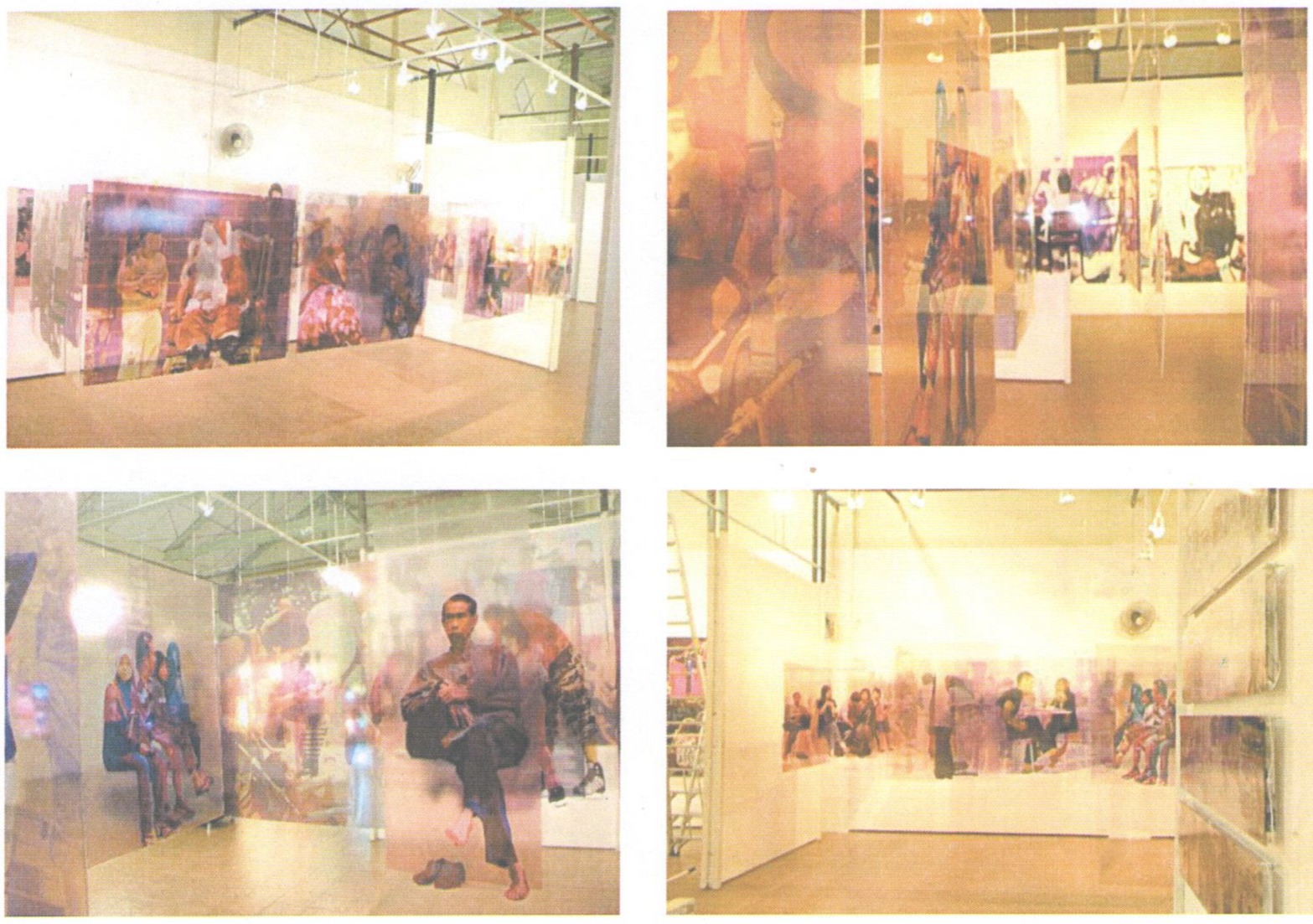
**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Medium/Presentation of Artwork : Amat baik dari segi persembahan karya. Gantungan dan susunan karya yg berlapis dan transparent. Menjadikan kesan 'space' yg baik dan menjadi Gantungan dan cetakan sticker related dgn bentuk promosi di shopping mall.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Format dan persembahan menarik. Nama demikian impak pd karya ini lebih jelas dalam menyatakan 'casual lifestyle culture'

-Mungkin ini sekarang lebih seperti - cinema, karaoke, taman permainan kanak-kanak etc lebih bersesuaian. Ini kerana dewan yg disebutkan tadi adalah pelengkap kepada sesebuah shopping mall pd masa kini.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Medium/Persembahan: Ini antara artwork yg paling bijaya. Beg tangkapan sbg objek untuk berkait dgn kontekst shopping mall.

Penggunaan teks dan imej yg berulang-ulang mewujudkan satu pengalaman realiti terhadap produk dan jenama kesan pengaruh pengiklanan.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

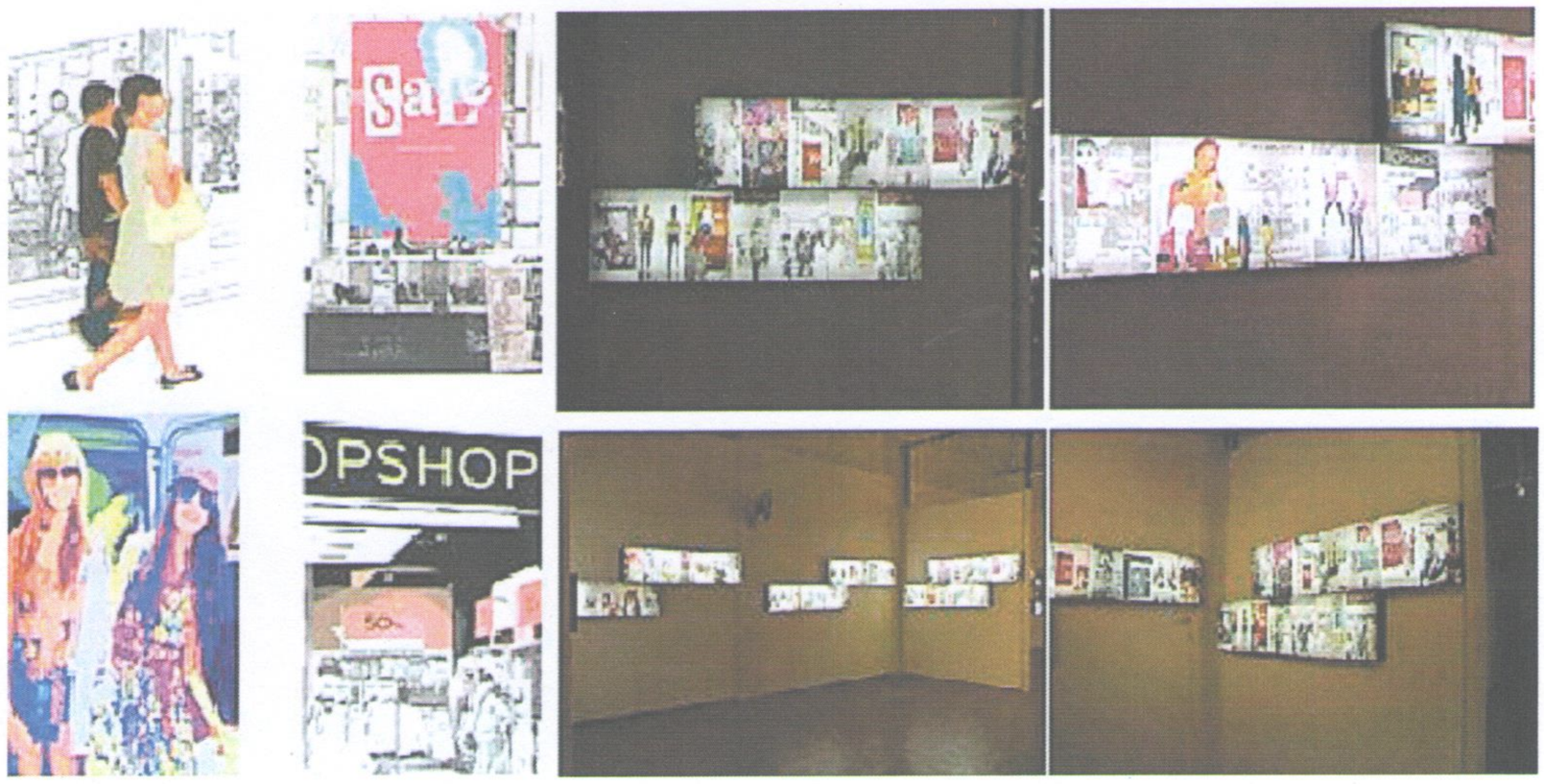
Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Dari segi format dan persembahan karya ini saya suka bagaimana gambar atau imej ini ditunjukkan dalam format 'wide angle view'. Apabila melihat ia seakan memberhenti masa dan seolah-olah pengalaman melihat sekeliling dan aktiviti yg ditunjukkan.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

Format susunan 'horizontal' sama seperti susunan deretan kedai-kedai di shopping mall.

Gabungan pelbagai tanda teks dan imej dalam dunia pengiklanan adalah sbg tanda dewiti barangan mempunkan elemen yg berkesan mencipta 'interaksi'.

**Name** : NORSHAHIDAN BIN MOHAMMAD
**Position /: Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) :** USM
**Signature :**
**Date :** 2/2/16

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**Mohammad Khizal Mohd. Saat**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

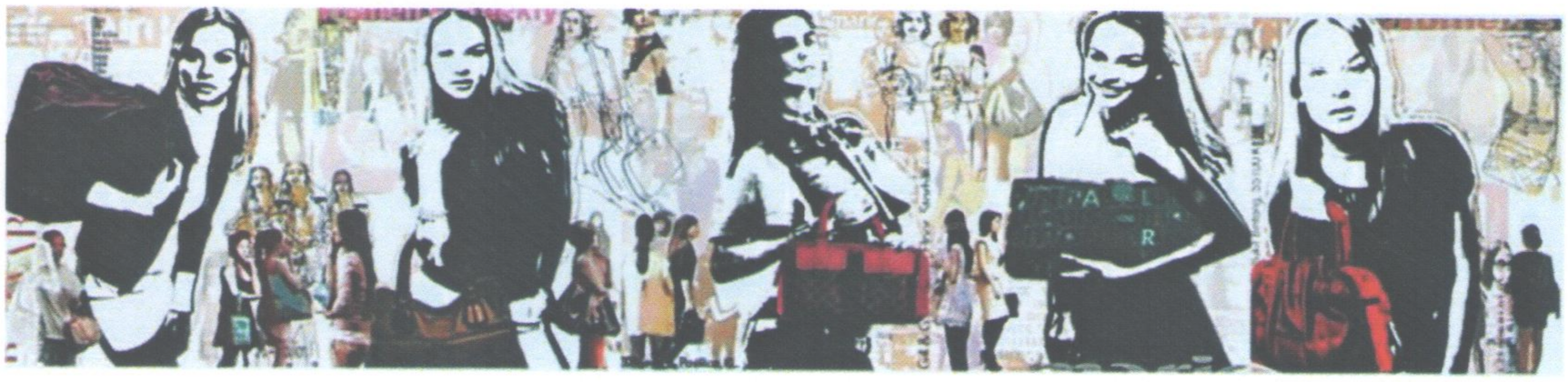
Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Kaeya ini pada lapisan pandangan yang pertama menjelaskan ciri "iklan" atau sebuah iklan. Hubungkait diantara iklan dan idea serta konsep yang dinyatakan adalah jelas - obsesi pada barangan mewah dan tentunya pada konsep konsumerisme. Sebagai sebuah kaeya seni ciri iklan ini telah "mempakej" produk yang dinyatakan atau dikaitkan - dalam kes ini beg tangan wanita berjenama. Dari satu segi kaeya ini menjelaskan kepelbagaian yang rangsi. Meletakkan atau "memamer" kepelbagaian yang dikaitkan dengan ciri objek mewah melalui pacuan konsumerisme.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Dalam karya ini sekali lagi strategi atau naluri iklan atau pengiklanan telah diketengahkan. Paparan seorang gadis muda yang dilihat berjaya telah digunakan sebagai subjek untuk "memujuk" atau "mencuci" secara halus. Hubungkait diantara tubuh dan penzahiran hasrat dan pemujukan halus jelas ketahatan disini. Konsep membeli bagi konsumer telah di desak dengan jaminan imej "untuk menjadi sepeti saya" - yang kaya, muda & berjaya.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Karya ini menyelakan ciri pasar borong pasca moden. Sifat fungsi, makna & kepeehaan telah dikaburkan dengan lapisan perasaan yang tipis mengenai glamour, kemewahan, elitisme atau keegoan diri. Jenama-jenama pakaian atau fashion mewah yang diketengahkan secara berlapis telah membei petunjuk kepada aspek kapsyan atau lapisan konteks yang sebenenya hanya beeintleksi pada tahap lapisan keseronokan @ kepuasan sementara.

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**PHASE 2**

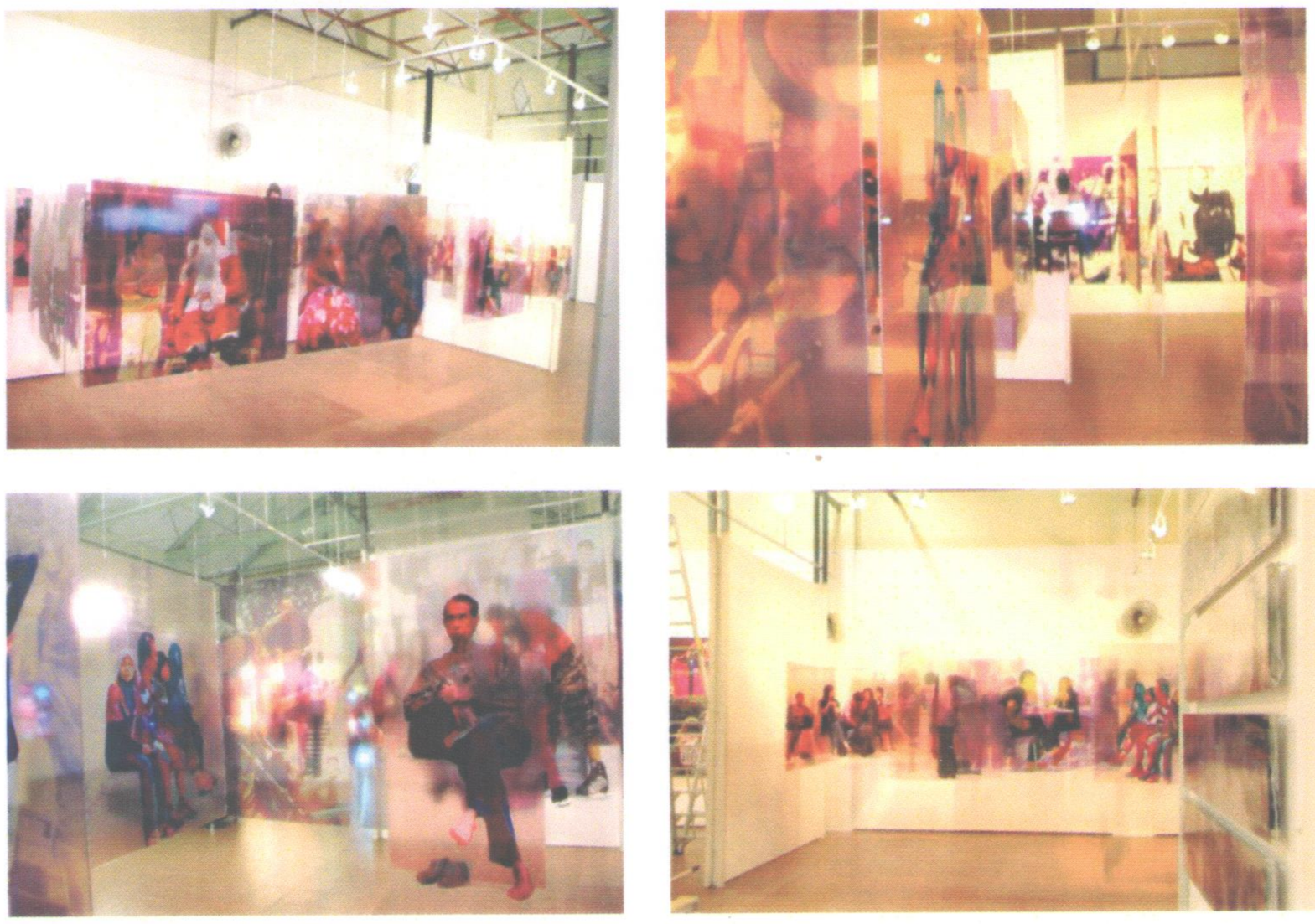
**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Karya ini memceritakan soal tingkahlaku pengguna dalam budaya dan ruang konsumeisme (lebih tepatnya di kawasan Shopping Mall. Shopping Mall dalam konteks ini telah seakan menjadi pusat kebudayaan baru. Tempat dimana ekspessi diri ~~dan~~ dinyatakan dalam aksi atau kelakuan yang berkaitan dengan konsumerisme.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Seperti karya sebelum ini, kelakuan yang meliputi gaya dan corak kelakuan manusia urban telah diselahkan dengan jelas melalui ruang shopping mall. Ruang shopping mall telah berfungsi sebagai pencetus idea/ide atau watak diri bagi manusia urban dalam kontek budaya.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Ciri yang menarik pada karya ini adalah beg-beg yang ketengahkan. Beg-beg yang menjadi medium untuk membungkus atau menggantung barang yang dibeli di shopping mall adalah representasi kulit. Kulit tiga's yang membungkus bahan atau objek yang dibeli itu telah sengaja dibuat dengan ciri kilauan yang menarik untuk didekati atau dimiliki.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

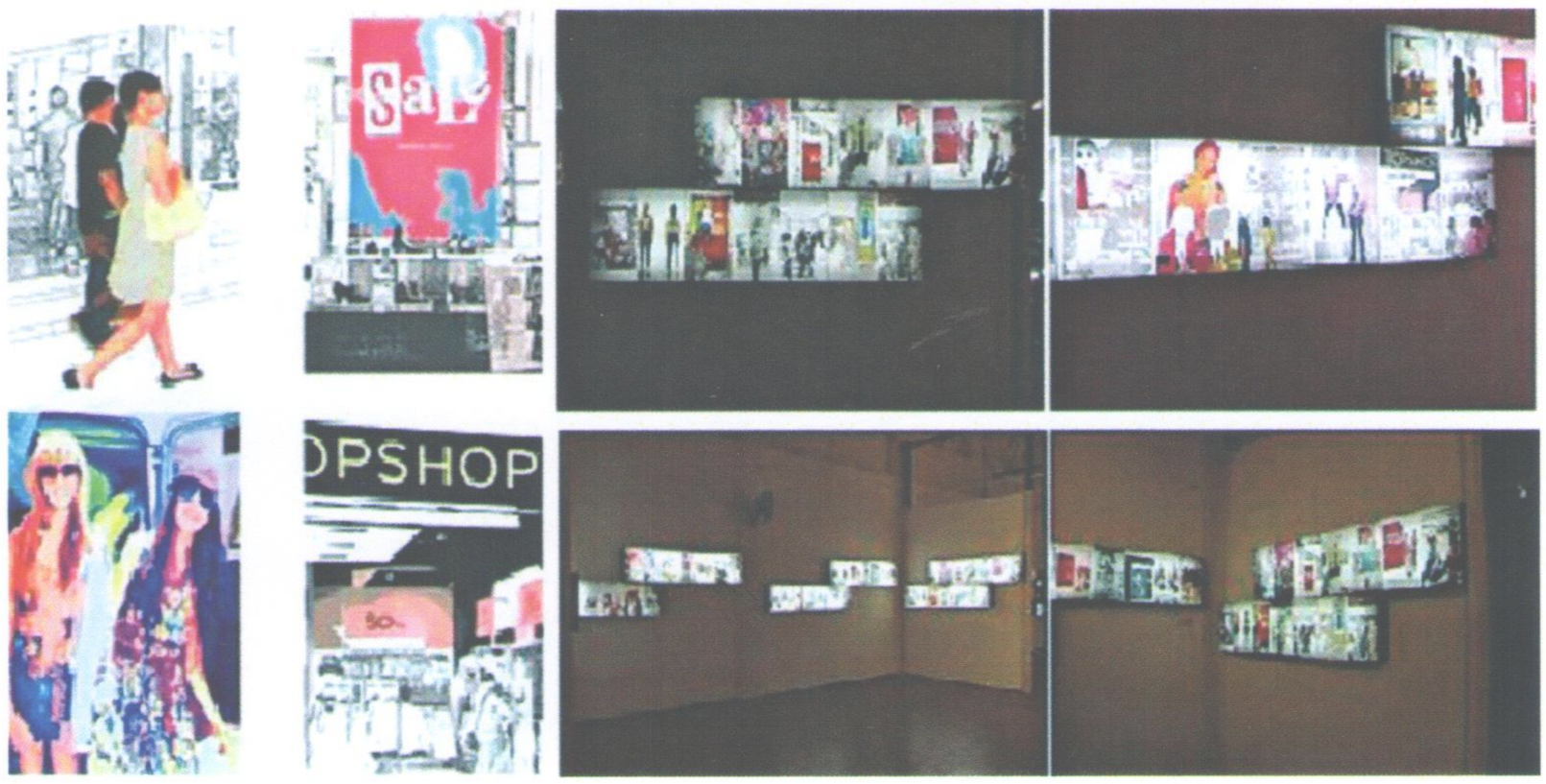
Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Karya ini menyelahkan isi identiti diri atau masyarakat kesan dari pada ruang yang dibina atau dicipta. Untuk memperkatakan lagi berkait rapat dengan soal interaksi terhadap ruang tersebut. Interaksi semyap diantara pengunjung dan ruang shopping mall adalah halus dan bersifat sehala. Interaksi itu diterjemah dalam bentuk interaksi budaya apabila pengunjung datang dan berada diruang shopping mall.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

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**Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.**

Aspek hasrat telah berjaya di tentukan atau diputuskan melalui kawalan ruang. Dalam konteks 'ini ruang shopping mall telah "dictate" hasrat manusia melalui ruang mistro yang terkefak didalamnya iaitu 'retailers'. Maka hasrat diri disini bukan berdasarkan diri tetapi cerminan pengaruh luar seperti gaya dan penunjukan.

**Name :** Safeizal Shalor
**Position /: Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) :** School of Arts, USM.
**Signature :**
**Date :** 29/1/2016.

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Melalui konteks karya diatas, pilihan dan kepelbagaian materialism yang terdapat dalam shopping mall menunjukan kepelbagaian gaya dalam istilah urban lifestyle.

Sifat persaingan antara budaya kepenggunaan dilihat setara dan sama nilai, sehingga sukar menentukan mana yang berkualiti dan mana yang kurang kualify.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

Penggunaan imej wanita dengan pose dan gaya sexy - dilihat dari pakaian yg dikenakan juga essesori yang mahal, sering mengambil sebagai agen terbaik 'meniaga' pengguna yang bersifat semasa.

Provokasi dan gaya dengan semangat "memiliki" sesuatu produk yang mahal mencerminkan gaya hidup sedang menuju alam kemewahan dan penonjolan 'mesti beda' menjadi inspirasi golongan pengguna untuk 'beridentifikan' berdaya popular.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Iklan, jenama, warna, jem's tulisan, jem's warna, dan paparan 'expensive' secara kerap dan berulang-ulang pada ~~sho~~ gerai di shoping mall, boleh mempengaruhi pengguna mengaktifkan sesuatu produk tersebut mempunyai nilai dalam kelasnya.
elemen provokasi tanda yang berupa simbol mempengaruhi pilihan jenama 'mewah' dan 'impian' pengguna lantas membentuk budaya mengejar jenama untuk menyatakan 'kepuasan' diri yang sudah terikat, terpengaruh dengan 'promosi branding'

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**PHASE 2**

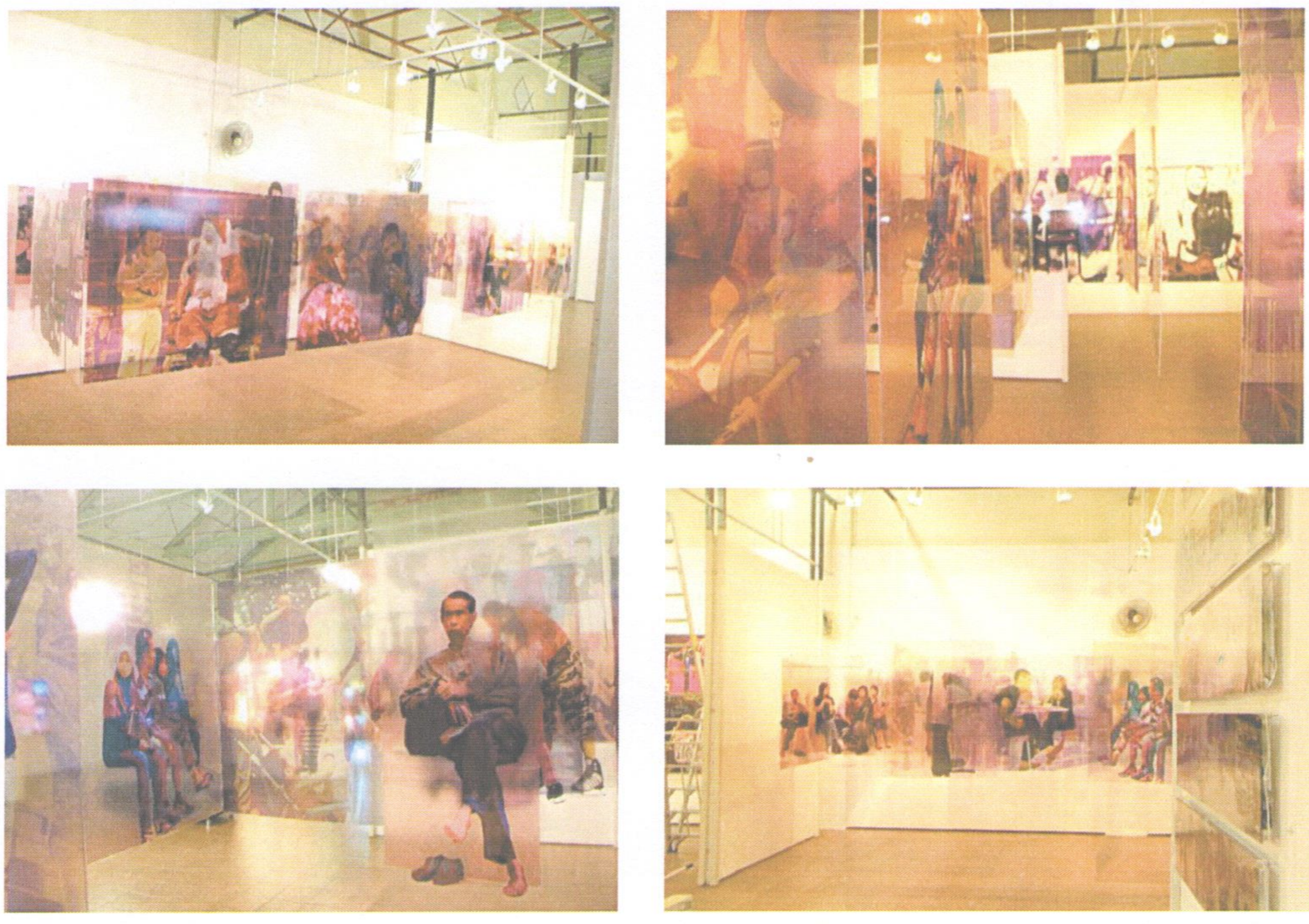
**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

Dimensi overlaping, bertindan, bertindih
kesesakan menjadi fenomena biasa
bila berkunjung di tawasan shopping
mall, kesesakan dan kepelbagaian
'mangsa' atau 'hamba' pada budaya
consumer memperci'lafkan 'nggam'
manusia dan 'reaksi' bersahaja
dalam persekitaran urban/bandar.

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Elemen pamer dan terang; menjadi faktor penting untuk melengkapkan diri dalam budaya bandar. Budaya kemewahan dan hedonism akan menyuburkan budaya keseronokan menjadi hamba pada perkakasan material yg sengaja diciptq oleh golongan teknokrat dan kapitalism.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

Kemeriahan, pilihan, dalam budaya
runcit dari membeli produks dari
provokasi secara sistematik. Manusia
~~yang~~ bandar melihat sebagai satu
acara setiap hari, minggu, bulan
malah acara tahunan oleh pusat
commersial. Nilai dalam mengejar pelbagai
jenama produk menjadi keutamaan,
disamping 'umpan' dari paparan
potongan harga.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

Satu wisfera media masa dalam budaya popular antinya budaya bandar/urban mempunyai segala untuk media iklan iklan komersial dlm praktif sosial mereka. Dimensi kecelaruan pada jenama dan budaya hidup yg mempromosikan sensasi yang bersifat sementara, dalam konteks sempadan, waktu/masa tertentu sajd. Jenama, product, sensasi comersial dimunculkan mengikut waktu tertentu. Mereka bersaing untuk menanam kesan pengaruh dalam minda manusia urban dengan gaya hidup mewah yg bersifat segera.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

kesan pengaruh iklan comersial yang sering terpapar dalam media massa, cth tv, paper, majalah dalam pelbagai dimensi perembahnya. Highlight panel dalam selap dan panel 'berbahaya' membawa tanda "parking" akan sesuatu produks.

**Name** : Shahrul Anuar Shaari
**Position /: Artist/ Curator/ Art Historian/ Academician (please cirle)**
**Institution (if applicable) :** P.P. Seni, USM.
**Signature :**
**Date :** 30.1.2016

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# REINTERPRETING URBAN CULTURE IN THE CONTEXT OF CONSUMERISM THROUGH PRINT-MEDIA

**Mohammad Khizal Mohd. Saat**

## REVIEW FORM

**The purpose of the review is made is for the fulfillment of the ongoing study titled:**

**Re - Interpreting Urban Culture In The Context Of Consumerism Through Print - Media.**

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**The purpose of this review conducted is to identified the response towards the suitability and appropriation of the research project which led to the aims of interpreting the shopping malls as moulding the cultural values.**

**Through this survey we hope to provide an information related to artworks produced through fundamental and contextual aspects and the reflection in review could based on the material selection, compostion, formation, size or colour determination and many other aspects in which is to explain how the shopping malls form a culture value among urban societies.**

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## Research Background

This research investigates the value of lifestyle in urban society through the creation of art works which explore and manipulate images and texts based on principles of consumerism. The research was conducted through the evaluation of consumer values of consumption within the major shopping malls in Kuala Lumpur. Yusniza K. and *Chee Lih*, *Frankie Lee* (2010, p. 187) stated that "Shopping malls are constantly being upgraded to cater to the increasingly fast-paced and cosmopolitan lifestyle of the Malaysian people". The findings of previous research indicated that "Malaysian shoppers are motivated to visit malls because of the ambience, interior design of the malls, convenience, accessibility and promotion. Evidence shows that there is a strong relationship between shopping mall characteristics and actual action of shoppers in visiting shopping malls" (Yusniza K. and *Chee Lih*, *Frankie Lee* 2010, p. p. 185).

Urban areas or cities are known to symbolyze the unity and combination of varieties influences. It represents and mirrors the value of social culture within it. As stated by Clark (2003) "The concept of urbanism is that of a set of lifestyle and meaning, amounting to a distinctive urban culture, which arises in cities and cities on society. It is expressed and reflected in patterns of social and economic relationship and behaviour and through taste, fads, fashions, identities, aspirations and achievements".

The rapid growth of urban development contribute in maximizing the urban life potential. It does not just patternize the economic sturcture but also bring the value added of local social relationship. Baudrillard J. (1998, p. 15) posited that "In the modern consumer society we consume not only goods, but also human services and therefore human relationships". It is proven through the competition among shopping malls owners in providing the best services to the customer. The concept of a centre under one roof or one-stop shopping centre become more revelence and practical for today shopping malls, and yet unconsiously it becomes a social theraphy to the visitors. The social lifestyle which is collected in one space and connected through several aspect of life. Terblanche (1999 as cited in Ali, K. A. M. & Alolayyan, M. N., p. 1 ( n.d ) "There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends etc. Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre". Lifestyle of urban peoples can be traced through the obsession towards consumption on goods and products. The role of shopping malls is significant in maintaining the urban society obsession.

## The Research Context

The value of materialism and the consumerism of urban lifestyle's effects on social living in urban society. Materialism and consumerisme becomes a core value in shaping and moulding popular culture among the urban population. Both exists in the form of objects, commodities, or it can be products from the mass market which can be found around us. The value of satisfaction, excitement and fantasies in consuming things contribute to such high influence in constructing the lifestyle. It can be traced through the obsession towards consumption on goods and products and shopping malls becoming as catalyst in promoting the excitement and dreams of urban people. Shopping malls days by days continuing to grow up and urban people blend as part of their lifestyle. Shopping malls as place for maintaining urban people desire. Space, environment, retails shops, ambiance, sales promotion, and others more attribute incluences in developing urban social lifestyle. The issue of materialism and consumerism through the shopping malls is often used as a form of study whether it is for a certain number of theorist either in cultural and social science experts who see this phenomenon as a study to obtain a information about behavior, cultural or lifestyle aspects and it becomes a study to seek the information on how people connect and interact with their environment. The emergence of lifestyle malls poses interesting issues for urbanism in Malaysia. Cities in the Malaysia especially greater Kuala Lumpur are characterized by massive development of malls and contains the possibilties of cultural image.

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**PHASE 1**

**Shopping Mall and Luxury Value, 2012.**

Three artworks has been produced which are ***My Dreams Become Bold, Act Like Me,*** **and** ***Seeing Double*** all of which were produced in the year 2012. Within the research context, the artworks produced is inspired by the relation between obsessions towards luxurious and branded items popularized by urban environment and supported by shopping malls. The ability of the shopping malls to provide the space and opportunity for the consumers to fulfil their obsession and creates a luxurious culture among urban society as an obsession icon which showcases luxury and this is further narrated through three features; firstly on how the luxury items are able to mesmerize and fulfil the fantasies and obsession of the consumer, secondly through the adaptation of persuasion which comes from the function of window displays and also magazines which are abundant in the market as if inviting the consumers to mimic the way the dress are worn or the items are used. And on the other hand, the third narrative would be the aspect of advertising system or signage system which is used in stimulating and buying illusion to the consumers.

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# REINTERPRETING URBAN CULTURE WITHIN THE CONTEXT OF CONSUMERISM THROUGH PRINT MEDIA

## Abstract

This research project investigated the value of urban culture lifestyle within shopping malls, through the concept of consumerism that manifest the sense of satisfaction, desire and obsession toward brands and commodities. The research sought vast aspirations and interactions of modern urban lifestyle in experiencing everyday life in the context of materialism and urbanism. The key elements in the research project consist of obsession, emotion, behavior and social interaction. The key artists involved in this research are Andy Warhol, Guillaume Bijl, Peter Blake, Cleas Oldenburg Christo and Jean-Claude, Richard Hamilton, Eduardo Paolozzi, Andre Grusky, Denis Darzacq, Duane Hanson, Barbara Kruger, Claude Closky, and Lou Brothers. The reference artworks carried out a suggestion of how the belief system on consumer lifestyle had been projected and developed. The concept of Urban and Shopping Malls, and the concept of Materialism within Consumerism were used to contextualised the research project. A studio practice method was used through studio experimentation, self-reflection, critique sessions, and contextual review approaches. The research project's contribution to the field of Fine Art has been to establish the collective issues of new culture of status, leisure and social relationship as new symbolic forms of representation of meaning in shopping malls. The research project contributed in correlating of how shopping malls could become as a continuous changing incubator in producing and shaping current urban trending enthusiastic and culture behavior of desire, satisfaction and expression. Furthermore it would become as a suggestion for new perspective on mind set towards urban culture lifestyle and turn as new culture of desire and satisfaction in everyday life experience.

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## Project Outline

Through the print media application, this research will focus on interpreting the value of urban culture in consumerism. This research investigates how shopping malls contribute and create the obsession, emotion, aspiration and belief of urban society towards shaping lifestyle in urban culture. The approach of manipulation, layering, integration, juxtaposition and interpretation of image and texts based on urban lifestyle are major aspects in making artworks process. Through visual and textual elements based on fieldworks observation using photography documentation and documents instrument such magazine, papers cutting, advertising pamplets and related printed medium will be collected, integrated and reconstructed to form the artworks. By translating the data collection using computer software such Adobe Photoshop and manual drawings, and the used of mixed media application such as digital print on canvass, transparent acrylic sheet, stickers, used of light boxes, and others related materials, the main element of obsession and enthusiastic behavior towards consumerism and urban society lifestyle will form a suggestion of new perception towards urban culture lifestyle.

## Aims of The Research

The aim of this research is to create and construct a series of artworks that, interpret and intergrate the value of shopping malls culture through consumerisme and enhancing of how shopping malls can be view in multiple and varied form of subjects.The artworks produced will reflect of obsession, aspiration and emotion towards shopping malls in shaping the value of culture in urban society. The research will become a collective of new culture of status, leisure and social relationship or interaction as new symbolic form of meaning in shopping malls and urban lifestyle perception in correlation on how urban communities possess and fullfil their satisfaction and inner desire.

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**The Artwork No. 1**



***My Dreams Become True,* (2012).**
Digital print on canvas,
92cm x 92 cm (each panel).

The urban lifestyle exists with the values of material perception. Shopping malls are not merely locations for selling and buying, but rather transactions and transformations of buying and consuming serve as symbols of lifestyle in an urban environment.The artwork were focused on underpinning the obsession towards luxury objects such as women products which is more obvious in urban shopping malls.

Please state your opinion about the above artwork related in the context of shopping malls as incubators for luxirous culture and the concept of consumerism and materialism.

Large scale boldly coloured kather and PVCs, handbags conspicuously saying 'look at me... look at me' showing off as they parade and float in front of layered text which is probably names of familiar fashion brands. This is either a mockery of excessiveness of the fashion industry or a blatant statement of consumerism in particular to women's buying power considering the clise that says 'a women can never have enough shoes... or bags'.

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**Artwork No. 2**



***'Act Like Me!'*, (2012).**
Digital Print on canvas,
1000cm x 183cm (40 cm x183 cm each panel).

The artwork represent the symbolic atititude of everyday consumer experience and the layering and intersection images and some texts show the complexity of consumer enthusiatism in fullfil their obession and aspiration in consuming luxury and branded material. Advertisement either in shopping malls or in printed material always become as catalyst for the consumer to unveil their dream through the action of buying.

Please state your opinion about the above artwork in the context of shopping malls as place for stimulation for promoting the luxirious culture and related to the consumerism concept.

~~Archg~~ Archetypal fashion images probably taken from boutique advertisement or fachion magazine of youthful female models all ~~flaunting~~ flauntiag their handbags as symbols of fashionable chic group of people concerned with their look. In the ~~bak~~ background we can see more illustrations echoing the same visual personality, repeating in illustrative outline or blurred images. Also in the lower ground are images of shoppers, holding handbags or shopping bags looking around. The title and visuals clearly dictates, a visual propaganda in which ~~that~~ the models are beckoning the shoppers to spend in order to obtain a desired look or personality.

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**Artwork No.3**




***Seeing Double,* (2012)**
Artworks comprise of 32 pieces of
double layer image with light projection inside
sticker and acrylic sheet, 42 cm x 32 cm (each panel)

The artwork's represent the idea of illusion which is depicted from window displays and the signage of luxury brands in shopping malls. Window displays play an important factor affecting consumer attitude. Both the signage and the window displays suggest some illusion or mental imagery to the audience about the brands names, products which are likely to leave aspects of the product in people's minds.

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Please state your opinion about the above artwork in the context of shopping malls as place for promoting luxirious brands.

Illuminated stickers of fashion brands amidst 'fashionable' figures seems to look like outdoor flashy billboards and neon signboards that adorn road junction such as Piccadilly Circus or Times Square in New York. The brightly coloured images acts like neon attracting unsuspicous moth.

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**PHASE 2**

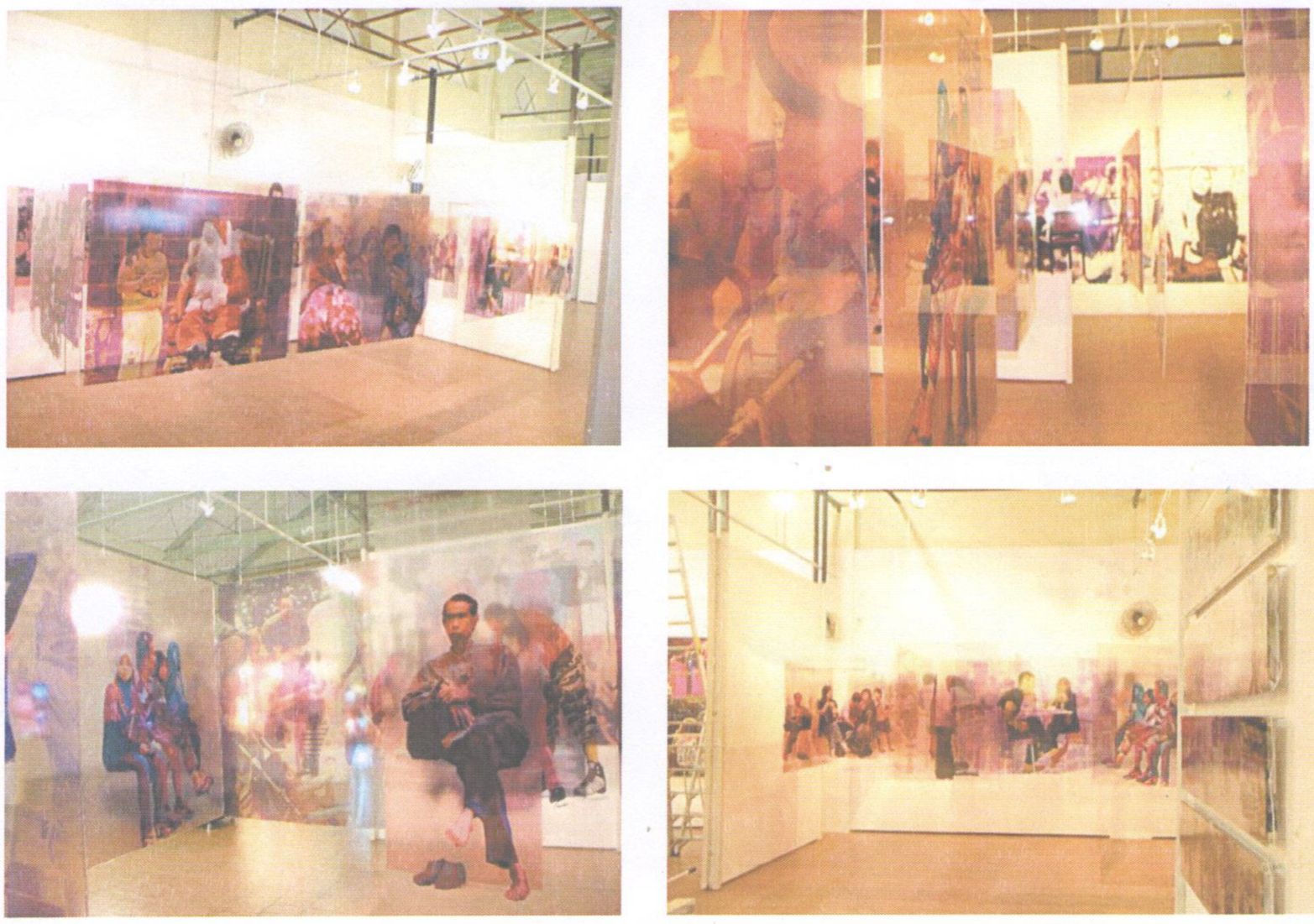
**Shopping Mall and Casual Value, 2013.**

Three artworks has been produced which are ***Space to Consume. Redeem, Lets Light It Up. And Cash As Usual,*** all of which were produced in the year 2013. In the second phase of artwork production, the theme being focused at is given emphasize to interpret the concept of shopping malls as a catalyzer to the casual culture among the urban society. It depicts how the space plays its function in activating the consumers to play their part once they are at the shopping mall. The artwork named ***Space to Consume*** takes into account the aspect of casual activities often participated by the consumers when they are at the shopping malls. The second artwork, the ***Redeem, Lets Light it Up*** artwork specifies the casual aspect which is narrated from the eating and shopping in a casual manner among the urban society. This artwork posses an idea that the construction of the shopping malls with various facilities including food courts in order to control the visitors and ensure they stay within the shopping malls. The Third artwork ***Cash As Usual*** which is an adaptation to the casual values of shopping among the urban society the artwork uses the casual concept within the shopping activity within shopping malls. Adding to that, the casual values is supported by the shopping malls, enhancing the stimulation in shopping among the consumers. Through promotional posters and great sales being held throughout the month according to festivities and events.

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**Artwork No. 1**



***Space To Consume,* (2013),**
transparent sticker on acrylic sheet a fishing line,
Installation, Dimension 366 cm x 660 cm x 120 cm.

The artwork was carried out by identifying the casual values triggered by the environment of the shopping centre. The excitement and the freedom to be in a shopping centre for a long time without any limitation and also the freedom to move freely proves that the casual values instilled within the shopping centres are able to attract visitors to come and this indirectly has created some sort of culture to the society.

Please state your opinion about the above artwork in the context of shopping malls as location in promoting the space for casual value among urban people.

The transparent and segmented perspex pieces shows people sitting or waiting, probably bored, ~~of~~ idling or buying time as they hang around family ~~and~~ or friends. It is a typical scenery at shopping malls where they not nescescarily buy things but they also eat, entertain and socialize. Artist seems to want viewers to observe or divert the attention from the retail aspect of mall. By creating 'maze-like' installation, viewers would go around the images of almost banal shopmall ~~normality fi~~ normalcy (printed figures, not realizing they are looking at themselves?

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**Artwork No. 2**



***Redeem Lets Light it Up,* (2013),**
printed sticker, acrylic sheets , wire, T5 lamp, soft board,
183 cm x 122 cm.

The artwork produce is to showcase a casual lifestyle culture formed from one of the facilities located at the shopping centres which is the casual style related to the aspect of food and other related activities. Generally, the urban society will visit the shopping centres with the purpose of getting an item or to have a gathering or even to observe the latest trends and happenings on the market.

Please state your opinion about the above artwork in the related to the context of shopping malls as space for promoting the various casual culture in one place among mall visitors.

Another segmented billboard / signboard inspired images that portrays ideal urban lifestyle that promotes mall culture and ~~can~~ consumerism.

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**Artwork No. 3**



***Cash -As Usual,* (2013),**
printed on sticker, shopping bag, stickers,
rope, bulb, wire,
installation, dimension variable.

The artwork focuses on the how the casual values occur in the shopping environment. It involves the casual culture through the activities of buying and selling. The artwork are the interpretation of the promotional aspect which is apparent at the shopping centres. Continuos promotion in shopping malls motivate consumers to participate in such activities.

Please state your opinion about the above artwork in the context of shopping malls as space for moulding the shopping in malls as casual activities.

A setting that is made to look like a retail display that is promoting sales and discounts which entices shoppers to spend the day on shopping spree. Brightly coloured floating shopping bags marked with percentaged numbers with lights inside promises delirious sensation of discounted shopping experience.

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**PHASE 3**

**Shopping Mall and Interaction Value, 2014.**

In Phase 3 artwork production is more focused on the aspect of constructing values of interaction which happens inside the shopping malls. The construction of interaction values happens in different forms be it on the consumers and their obsession towards the goods, interaction between the consumers themselves, and also interaction between the consumer and the environment. The artwork named ***Never Silent Floor***, gives further explanation on how the interaction relationship happens within the shopping mall environment. By using the concept of the number of floors at most shopping malls, the artwork employs the use of five panels by dividing images which are related and narrates them from an actual source which is in shopping mall environment. The second artwork named ***Relay on Floors*** uses the approach of how the observers could be convinced by just looking at the environment of the shopping mall and also on the activities within the shopping mall especially at the row of shops as the main focus when entering the shopping mall. The row of shops becomes a therapy to the consumers who come to the shopping mall. With multiple colors and functions, the consumers could become enchanted with the visual display.

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**Artwork No.1**



***Never Silent Floors*, (2014),**
printed on sticker, light boxes, bulb, sticker, wire,
72 cm x 16 cm each panel.

The artwork produced are potraying how the malls and visitors interact. Everybody in the shopping malls occupies the space to communicate and interact either as a visitor towards their friends or towards the malls' surrounding.

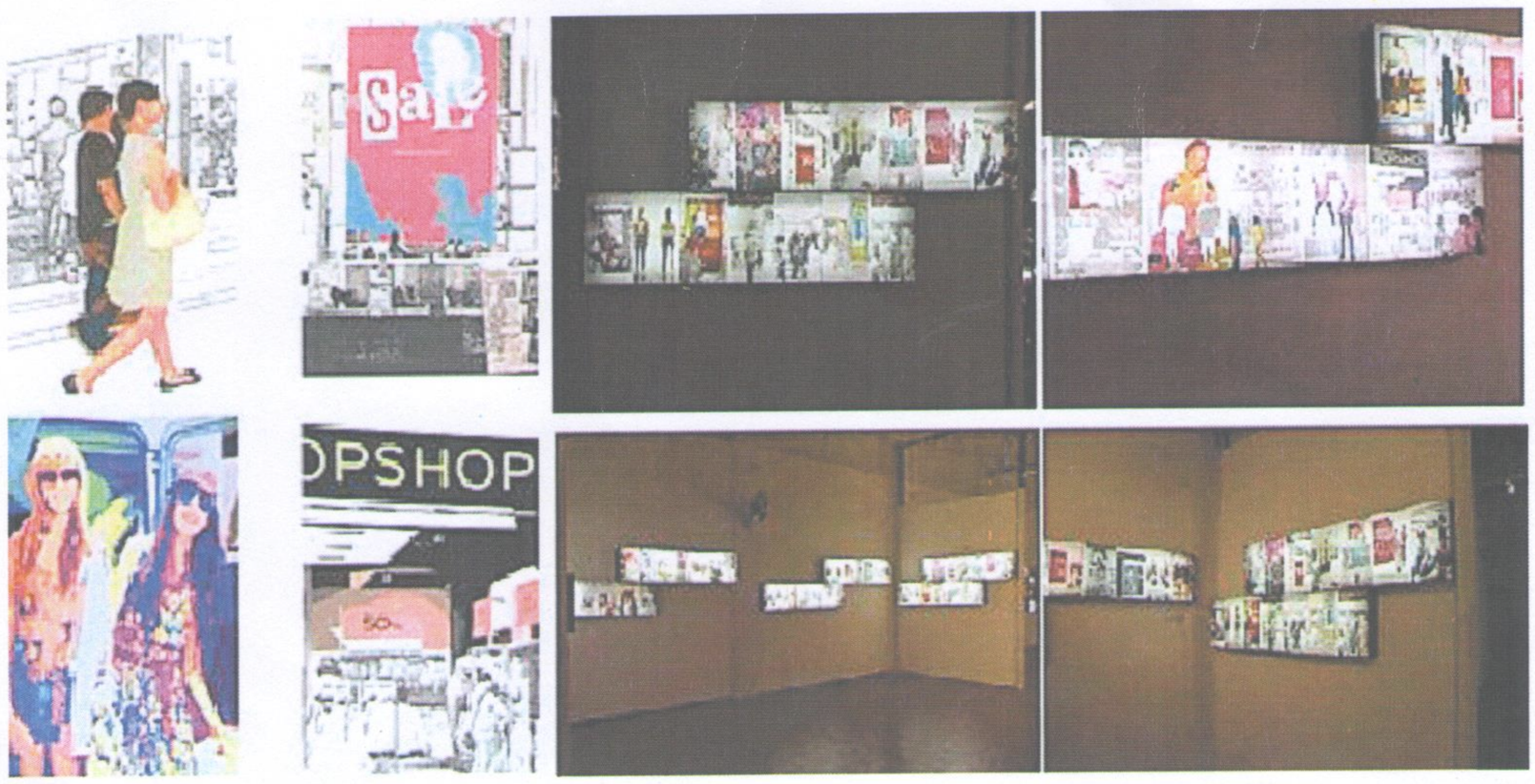
Please state your opinion about the above artwork in the context related to the shopping malls as place for interaction environment.

A CCTV look visuals observing shoppers / people immersed in their activities, going about from shop ~~to~~ to shop. This would be ~~a~~ good as video work.

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**Artwork No. 2**




***Relay On Floor*, (2014),**
light boxes, wire, sticker on acrylic sheet, T5 bulb,
40 cm x 183 cm (each panel).

The artwork produce to identifying the values of retails shop could establish as an unseen stimulation of interaction towards consumers which shaped through the consumers visiting the malls. The row of shops becomes a therapy to the consumers and the interaction values could come from the in front of retail shops and social physical activities, which is the first place visitors would look at.

Please state your opinion about the above artwork related to the context of shopping malls as space for visitors interact between the retailers and personal desires.

More combination of posed ~~fabri~~ fashion photos and unaware shoppers images ~~layeart~~ layered ~~to~~ together. Displayed in typical retail signboards that brands certain ~~thee~~ image for shops and malls.

**Name** : Tetriana Ahmed Fauzi
**Position /:** Artist/ Curator/ Art Historian/ Academician (please cirle)
**Institution (if applicable) :** School of Art, USM
**Signature :**
**Date :** 8.2.16

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