

Affirmatively reading POST- CONSUMERISM

Distributed Participatory Creativity and Creative Destruction of the Malled Metropolitan Centres of Auckland, New Zealand, During COVID-19 Lockdown

Innovative Approaches and Creative Practices in Response to the COVID-19 Pandemic
eResearch workshop, 31/89/2021

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New Zealand Government's approach to COVID-19

Stamping out COVID: The Alert Level Framework

Unite against COVID-19

New Zealand Government

We can all
**slow the
spread**

We all need to work together if we want to slow the spread of COVID-19. Unite against the virus now.

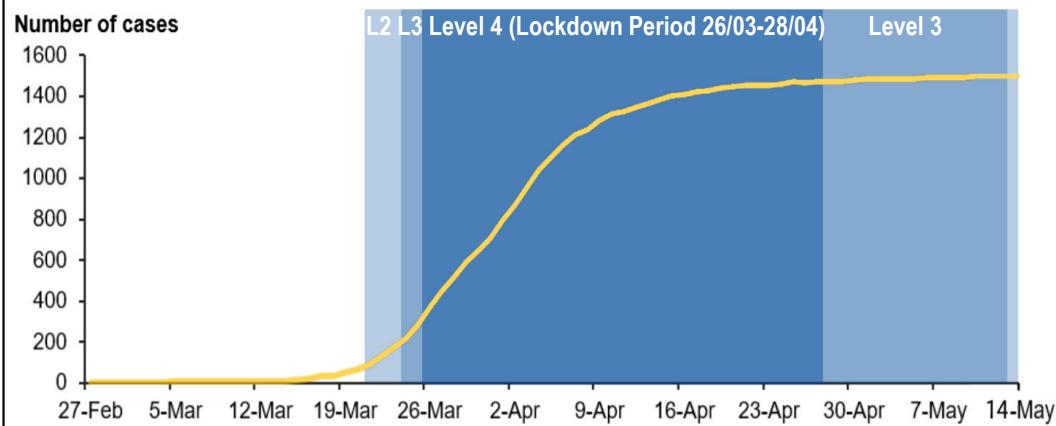


LEVEL	RANGE OF MEASURES (can be applied locally or nationally)
Level 4 - Eliminate Likely that disease is not contained	<ul style="list-style-type: none"> • People instructed to stay at home • Educational facilities closed • Businesses closed except for essential services (e.g. supermarkets, pharmacies, clinics) and lifeline utilities • Rationing of supplies and requisitioning of facilities • Travel severely limited • Major reprioritisation of healthcare services
Level 3 - Restrict Heightened risk that disease is not contained	<ul style="list-style-type: none"> • Travel in areas with clusters or community transmission limited • Affected educational facilities closed • Mass gatherings cancelled • Public venues closed (e.g. libraries, museums, cinemas, food courts, gyms, pools, amusement parks) • Alternative ways of working required and some non-essential businesses should close • Non face-to-face primary care consultations • Non acute (elective) services and procedures in hospitals deferred and healthcare staff reprioritised
Level 2 - Reduce Disease is contained, but risks of community transmission growing	<ul style="list-style-type: none"> • Entry border measures maximised • Further restrictions on mass gatherings • Physical distancing on public transport (e.g. leave the seat next to you empty if you can) • Limit non-essential travel around New Zealand • Employers start alternative ways of working if possible (e.g. remote working, shift-based working, physical distancing within the workplace, staggering meal breaks, flexible leave arrangements) • Business continuity plans activated • High-risk people advised to remain at home (e.g. those over 70 or those with other existing medical conditions)
Level 1 - Prepare Disease is contained	<ul style="list-style-type: none"> • Border entry measures to minimise risk of importing COVID-19 cases applied • Contact tracing • Stringent self-isolation and quarantine • Intensive testing for COVID-19 • Physical distancing encouraged • Mass gatherings over 500 cancelled • Stay home if you're sick, report flu-like symptoms • Wash and dry hands, cough into elbow, don't touch your face

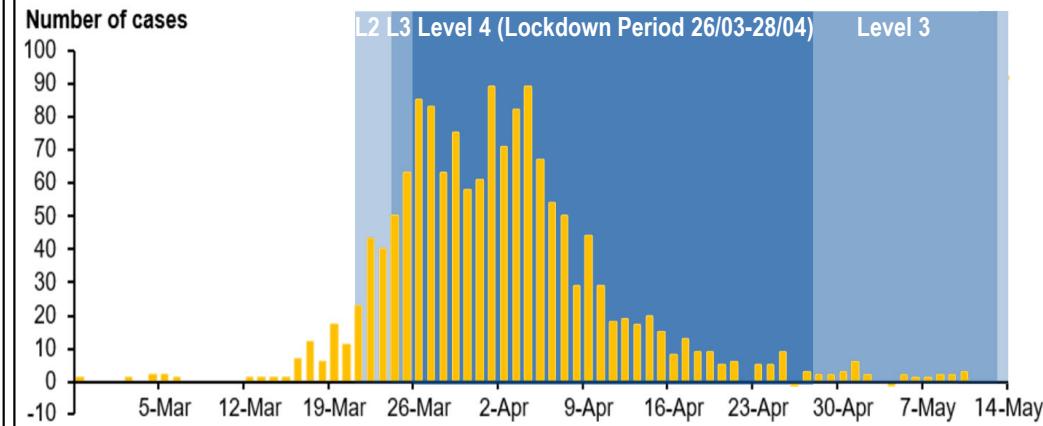
Results of New Zealand Government's strategy on domestic Covid-19 transmission

Infection Trend During Lockdown (Alert Level 4)

Total confirmed and probable cases
As at 9.00 am, 14 May 2020



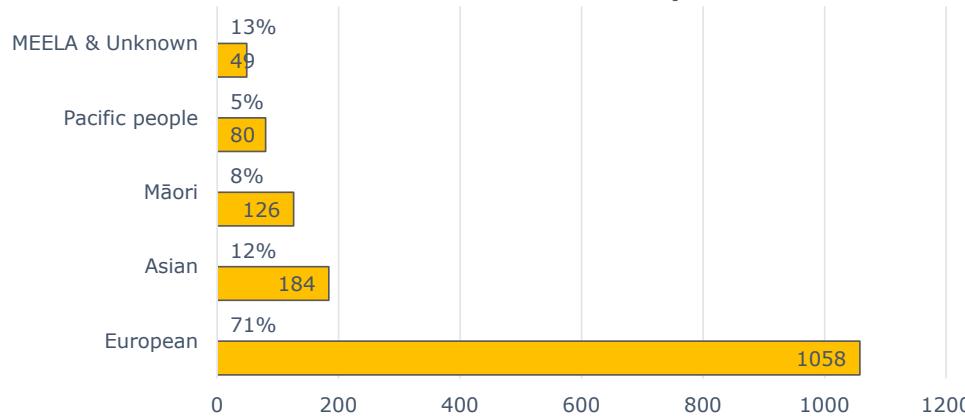
Total confirmed and probable cases
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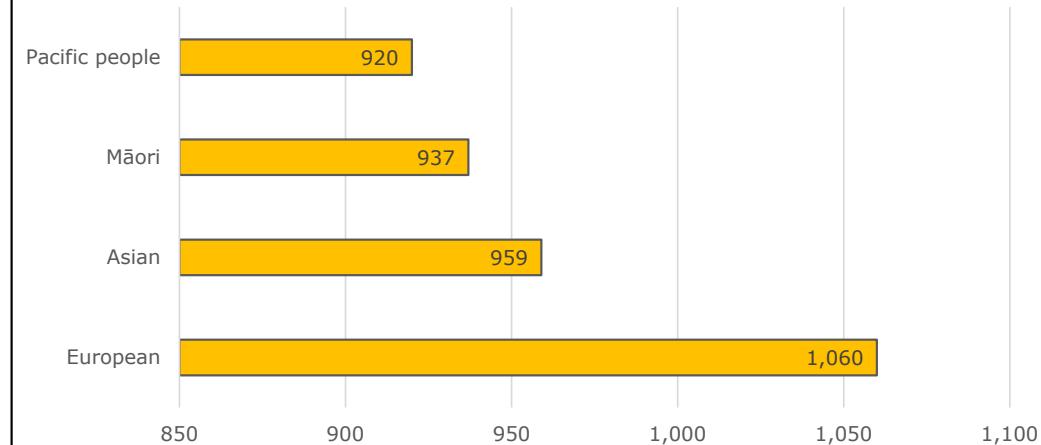
Who Has Been Affected by COVID-19 in New Zealand: Social Inequality Issues

Demographics of the Infected People: Infection Distribution Among Ethnic Groups

Confirmed and probable cases of COVID-19 in New Zealand - Total cases by ethnicity
(govt.nz on 11/05/2020)



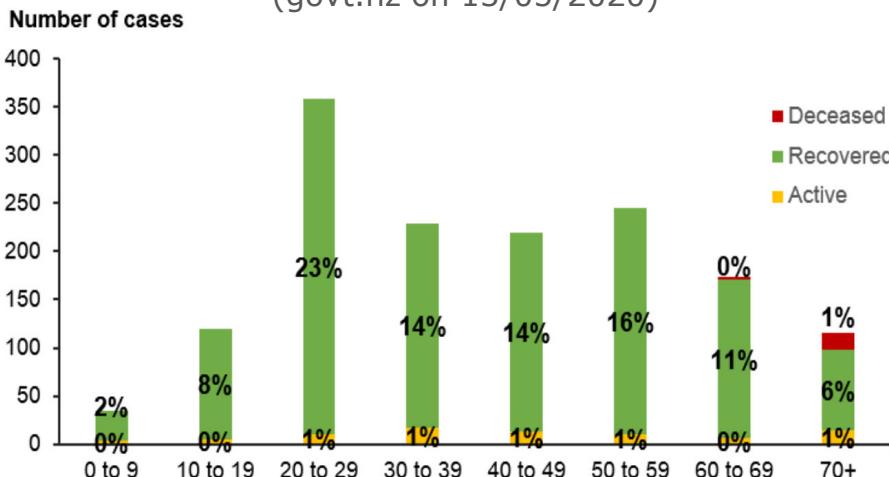
Median weekly earnings from wages and salaries, by ethnicity - June quarter 2019
(stats.govt.nz)



COVID-19 and Social Inequality in New Zealand

Distribution of the Infection Among Age Groups: Young Adults Outnumber Older Groups

Confirmed and probable cases of COVID-19 in New Zealand - Total cases by age - Age group (years) (govt.nz on 13/05/2020)



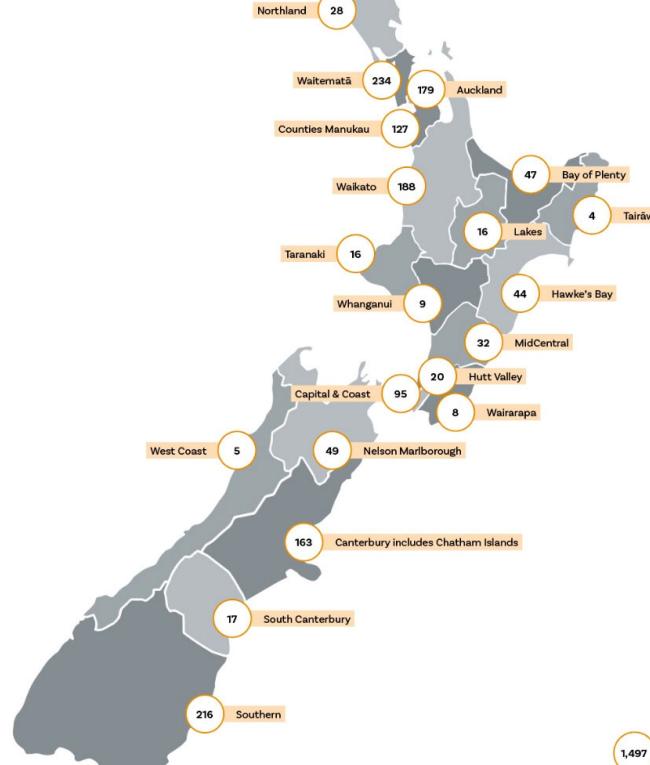
Confirmed and probable cases of COVID-19 in New Zealand - Total cases by age - Age group (years) (govt.nz on 13/05/2020)

Age Group	Active	Recovered	Deceased	Total
0 to 9	2	33		35
10 to 19	5	115		120
20 to 29	9	349		358
30 to 39	16	213		229
40 to 49	12	208		220
50 to 59	10	235		245
60 to 69	6	165	3	174
70+	14	84	18	116
Total	74	1402	21	1497

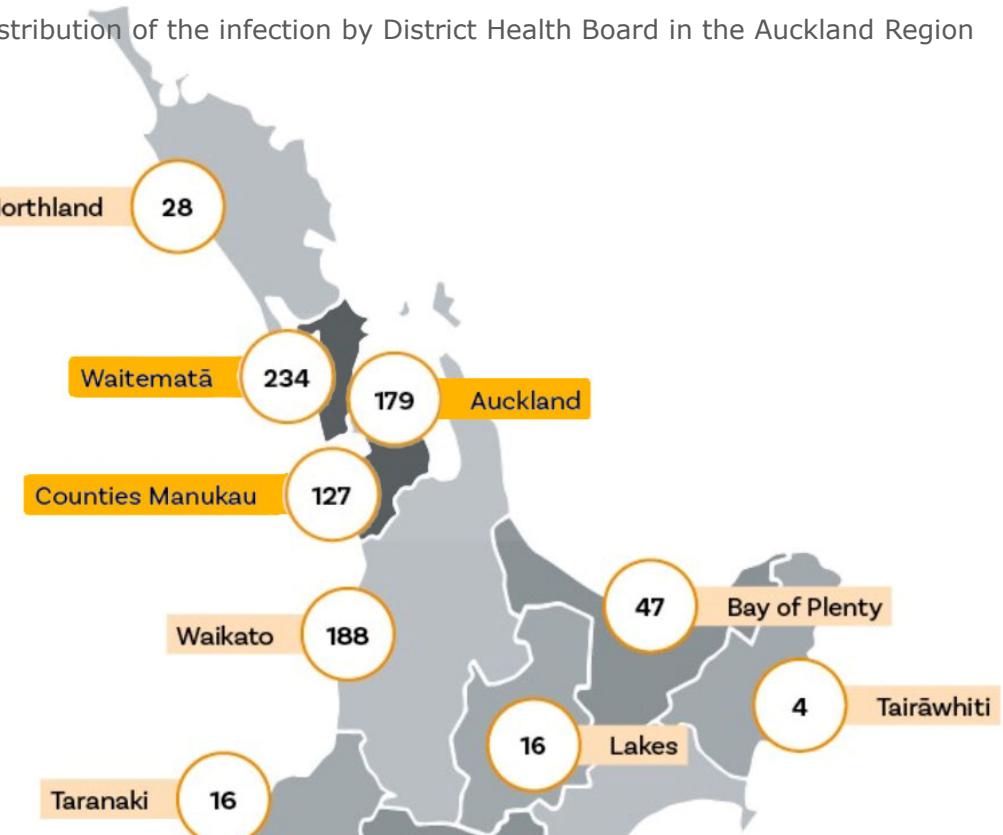
COVID-19 and Social Inequality in New Zealand

Spatial Distribution of the Infection: 36% of Cases Are in the Auckland Region

Distribution of the infection by District Health Board

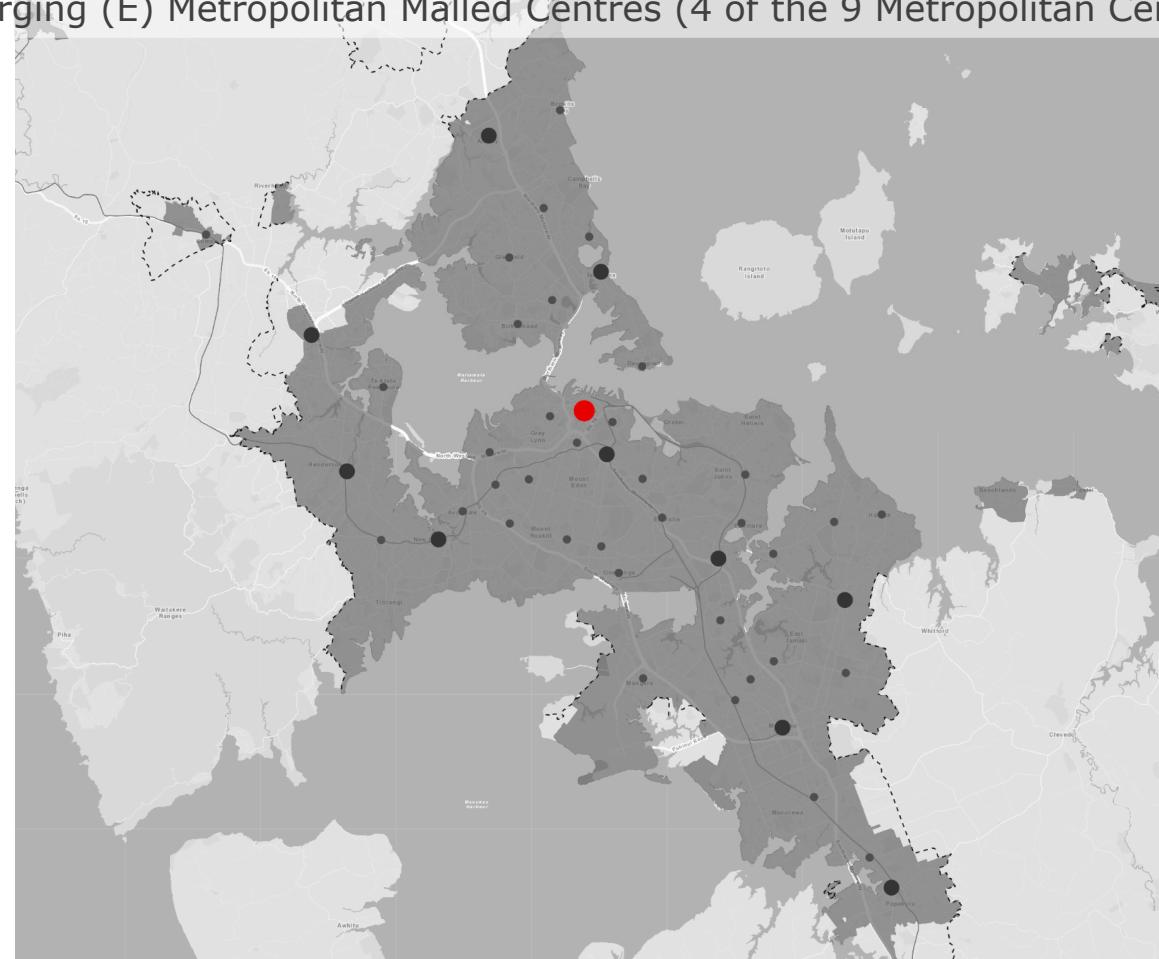


Distribution of the infection by District Health Board in the Auckland Region



Localising the centres of public activities in Auckland's Policentric Urbanism

Auckland Plan 2050: The Emerging (E) Metropolitan Malled Centres (4 of the 9 Metropolitan Centres)



(Source: Auckland Council, <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/auckland-plan/map-book/Pages/default.aspx>)

Affirmatively Reading Post-Consumerism, **Manfredo Manfredini**,^{1,2} **Jennifer Rong**¹ and **Jacky Ye**,¹ The University of Auckland, New Zealand, ²Hunan University, People's Republic of China

Localising the centres of public activities in Auckland's Policentric Urbanism

The Emerging (E) Metropolitan Malled Centres

"Enclosure is a 'constituent element of capitalist relations and accumulation'... to forcibly separate people from whatever access to social wealth they have which is not mediated by competitive markets and money as capital... New enclosures thus are directed towards the fragmentation and destruction of "commons", that is, social spheres of life the main characteristics of which are to provide various degrees of protection from the market." (De Angelis, 2007, p. 145)

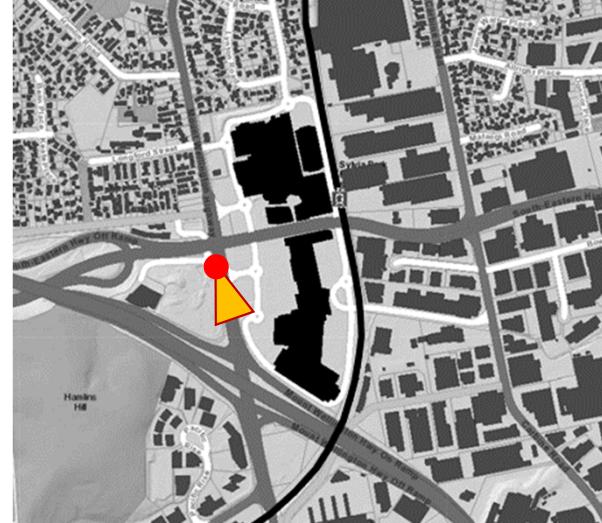
The sheer consumption amplifies its power of being mirror and mirage through an augmented "logic of visualisation" (Lefebvre)



The Città Autostradale disjoined fabric (Sylvia Park Metropolitan Centre Zone in the 2016 Unitary Plan of Auckland)

<https://unitaryplanmaps.aucklandcouncil.govt.nz/upviewer/>

Localising the centres of public activities in Auckland's Policentric Urbanism



Sidewalks to Erewhon

... they [machines] are really limbs and organs lying on the body without organs of a society, which men will appropriate according to their power and their wealth, and whose poverty deprives them as if they were mutilated organisms.

Deleuze and Guattari, AOE

Localising the centres of public activities in Auckland's Policentric Urbanism

The Creative Destruction: a dual challenge involving experience economy and digitalisation of retail



Source: https://www.nytimes.com/2015/01/04/business/the-economics-and-nostalgia-of-dead-malls.html?smid=tw-share&_r=1#slideshow/100000003419230/100000003419257

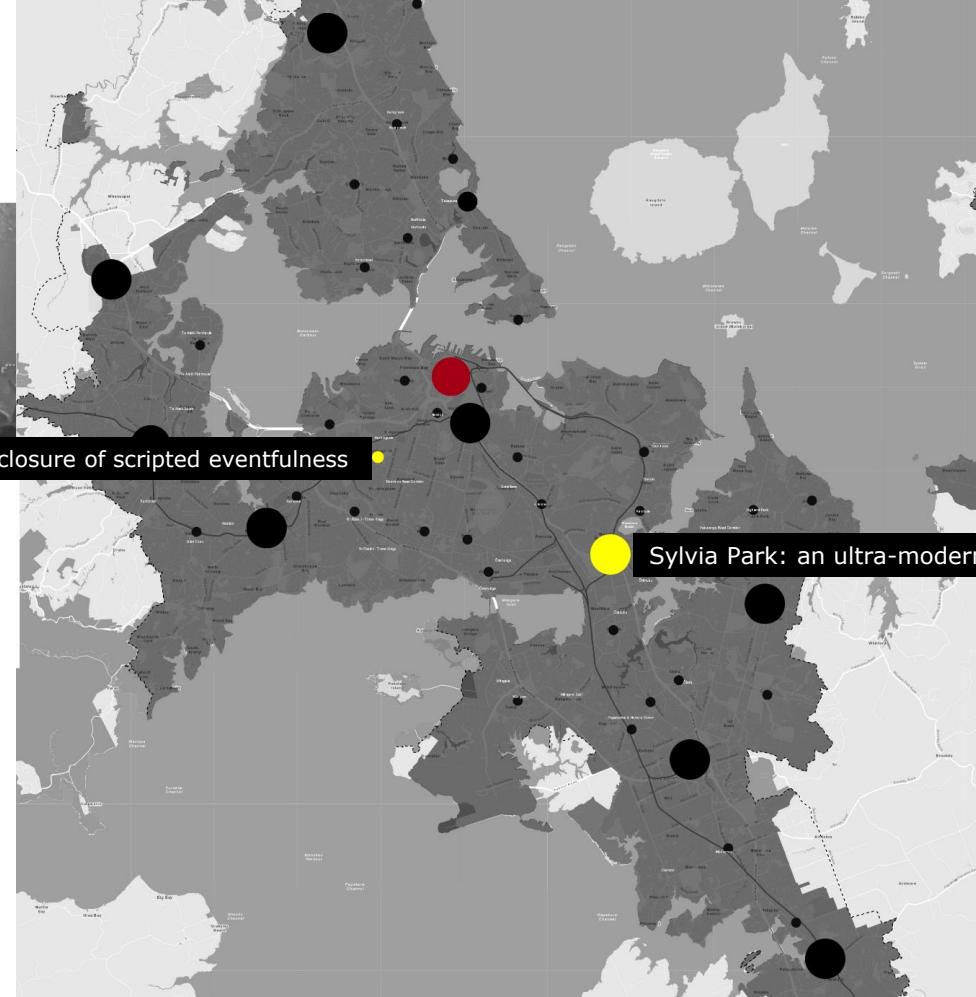
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Localising the centres of public activities in Auckland's Policentric Urbanism



St Lukes: a modern shopping & entertainment enclosure of scripted eventfulness

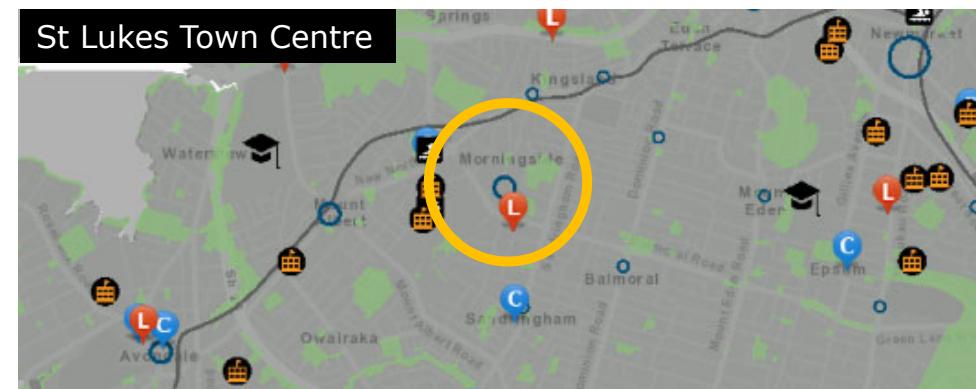
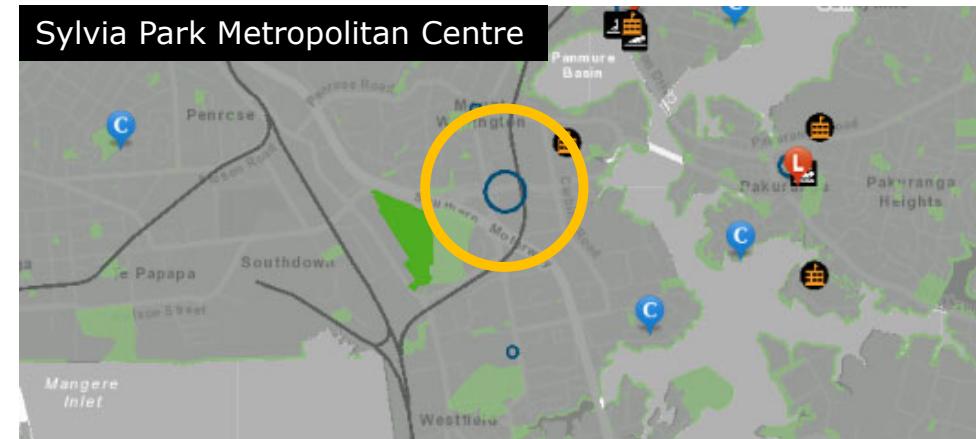
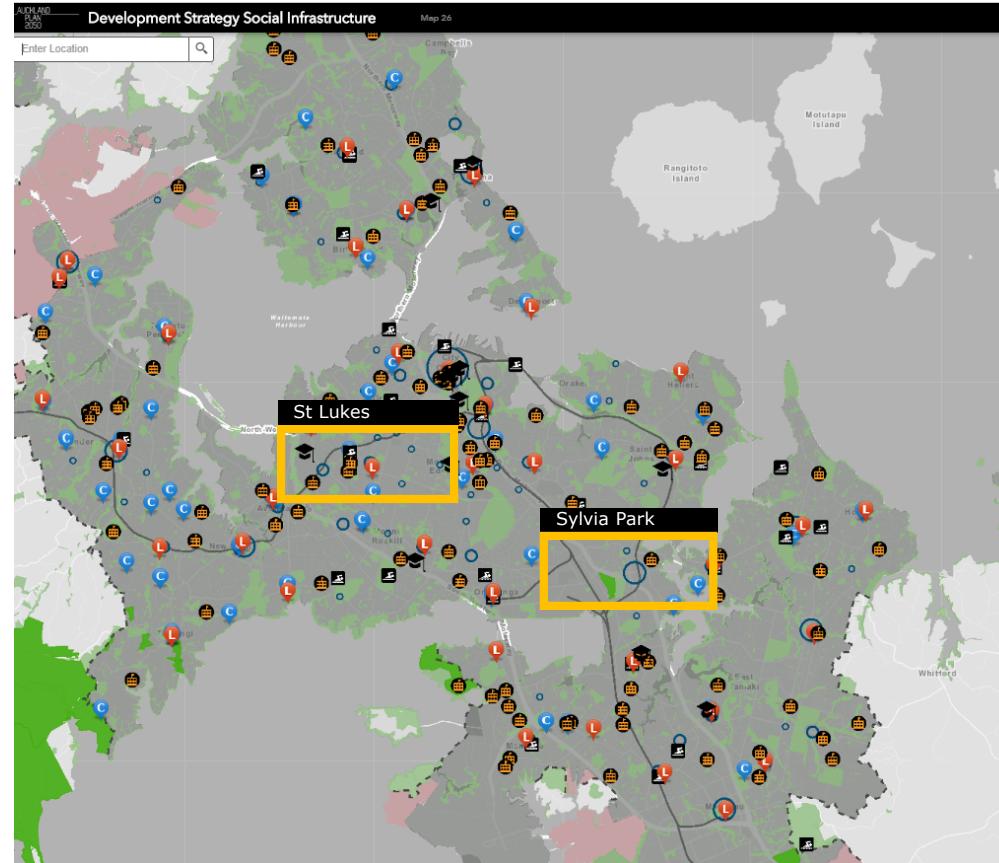


Sylvia Park: an ultra-modern enclosure of superlative abstract civicness



Localising the centres of public activities in Auckland's Policentric Urbanism

The Emerging (E) Metropolitan Malled Centres: Social infrastructure (key institutions)



(Source: Auckland Council, <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/auckland-plan/Pages/interactive-map.aspx?ItemId=9&prev=Maps>)

Localising the centres of public activities in Auckland's Policentric Urbanism

St Lukes Centre's "Consumerist" Mall (ready for redevelopment to cope with the new mode of consumption)

A heterotopia of the "experiential turn" where experientially managed relational systems produce "atmospheres" of eventful spectacle that make the **individual a background choralist**



Localising the centres of public activities in Auckland's Policentric Urbanism

Sylvia Park Centre: the "Post-Consumerist" Mall

A **pseudo-identitopia** of the "hybrid placeness turn" where algorithmically controlled of socio-spatial relational systems produce "relational domains" multidimensional engagement that conceive the individual as **transduced prosumer** (or produser)

NEW ZEALAND / BUSINESS

Auckland mega shopping block not a mall, but living centre

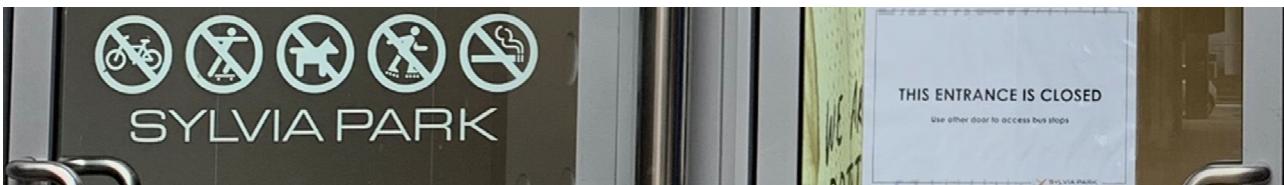
6:39 pm on 29 August 2019

Share this



Source: www.scentregroup.com and www.kiwiproperty.com

Localising the centres of public activities in Auckland's Policentric Urbanism



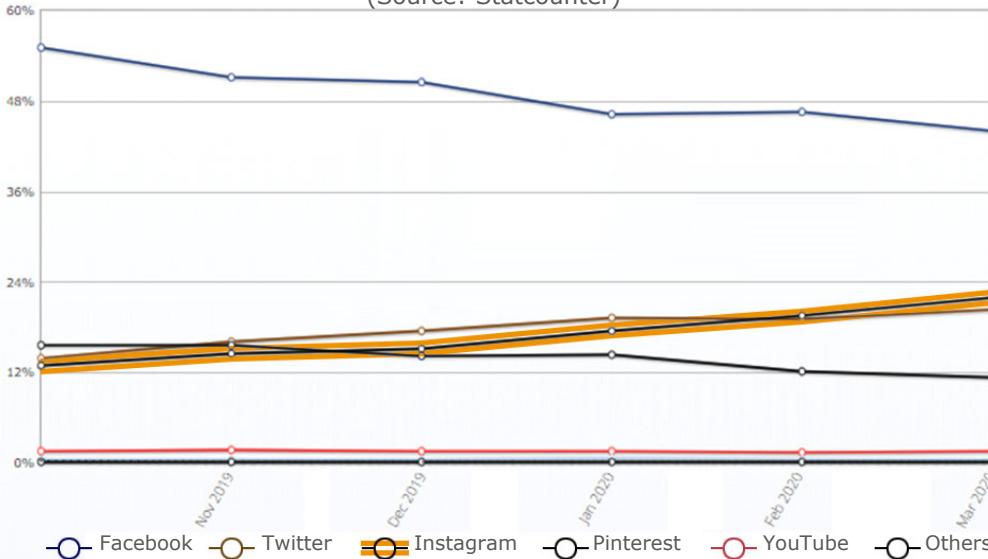
Sylvia Park Centre during the 28 April-11 May 2020 lockdown



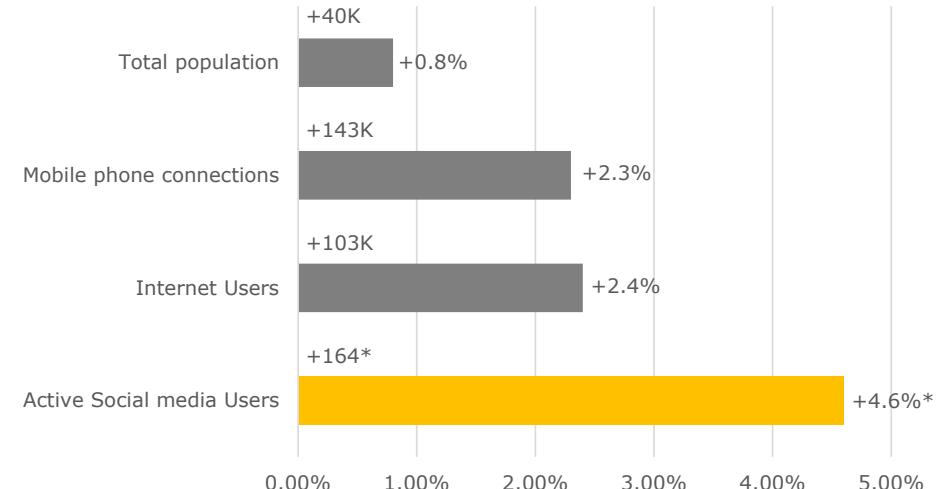
From Physical to Digital Public Space

Social Media Usage in New Zealand

Social Media Mobile Usage
Oct 2019 – March 2020
(Source: Statcounter)



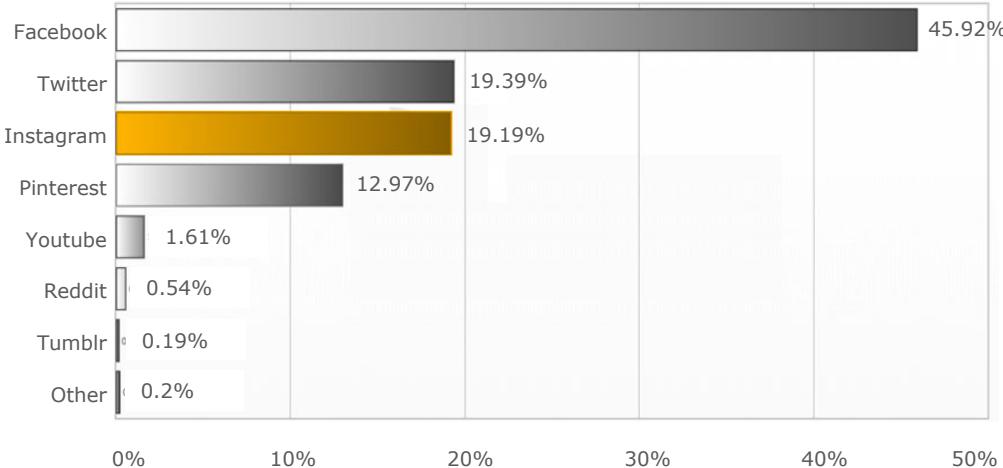
Digital Growth indicators
Changes in indicators of digital adoption Jan 2020-Jan 2019
(Source: WeAreSocial-Hootsuite 2020 Report, * Interpolated value)



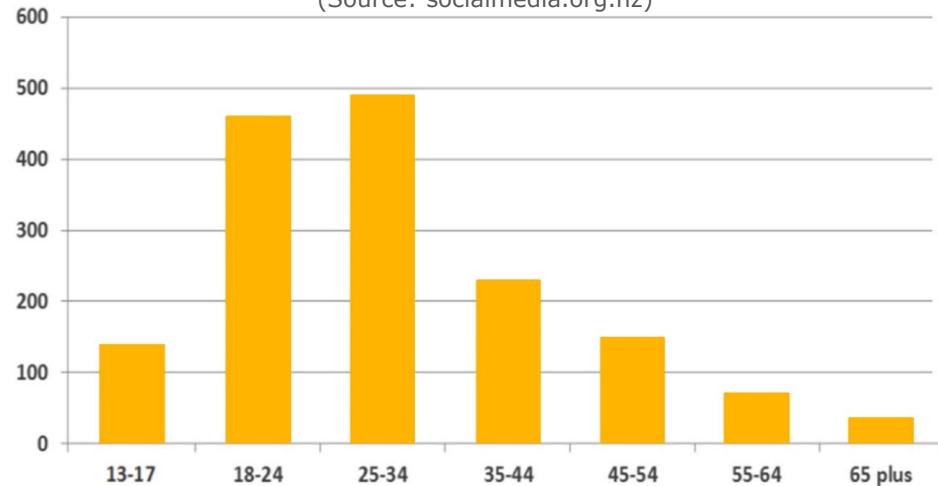
From Physical to Digital Public Space

Instagram usage in NZ: 90% of Kiwis between 18 and 39 use social media (Source: Colmar Brunton)

Mobile social media stats New Zealand
Dec 2019 - Apr 2020
(Source: Statcounter)



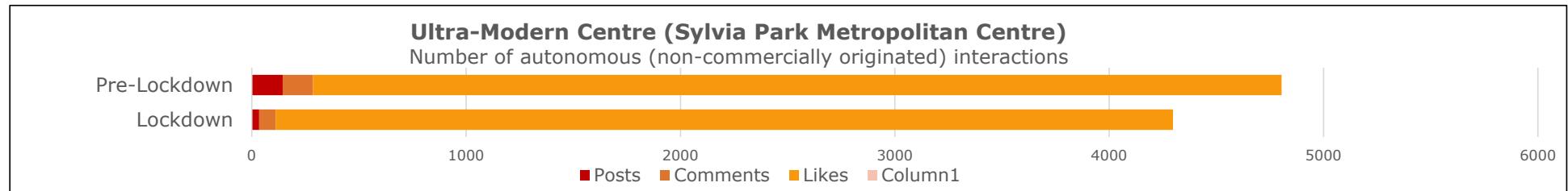
Instagram audience in New Zealand
June 2019 (000s)
(Source: socialmedia.org.nz)



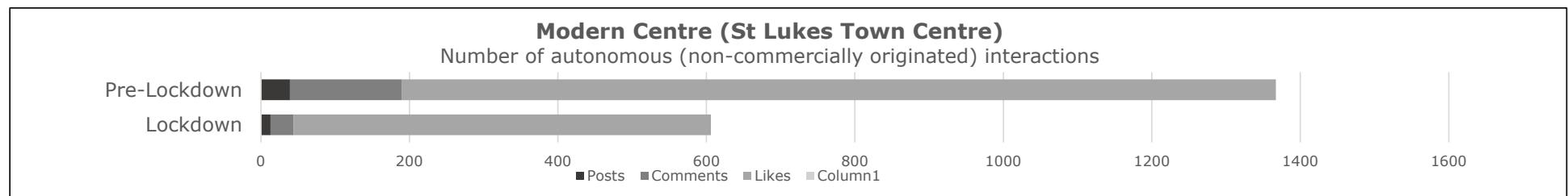
Experiential-Sharing Economy and Creative Destruction of the Malled Metropolitan Centres

Sylvia Park Post-Consumerist Centre: Network analysis of Instagram data (Pre-Lockdown & Lockdown)

Overall Interaction



Period	Case Study	Number of Posts	Number of Commenters	Number of Likes	Total number of interactions
Pre-lockdown	Sylvia Park MC	144	141	4519	4804
Lockdown	Sylvia Park MC	35	77	4186	4298
Variation (%)		-75.69	-45.39	-7.37	-10.53

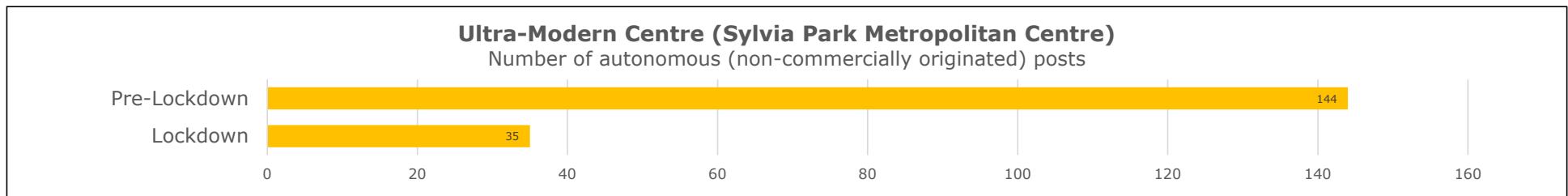


Period	Case Study	Number of Posts	Number of Commenters	Number of Likes	Total number of interactions
Pre-lockdown	Sylvia Park MC	39	151	1177	1367
Lockdown	Sylvia Park MC	13	31	562	606
Variation (%)		-66.66	-79.47	-52.25	-55.67

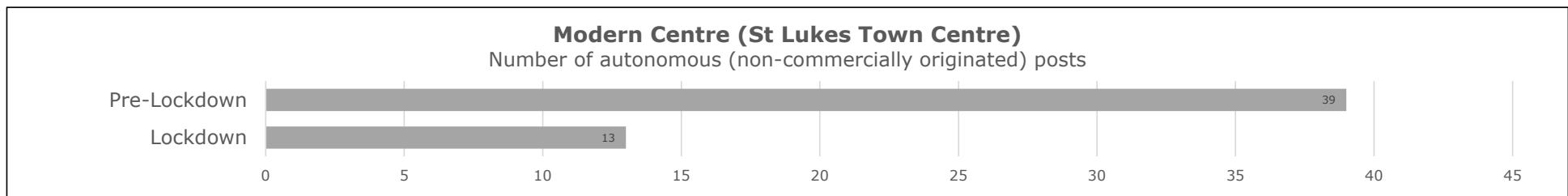
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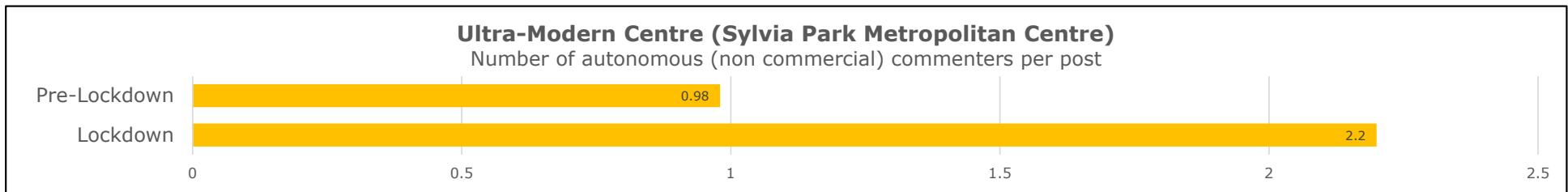


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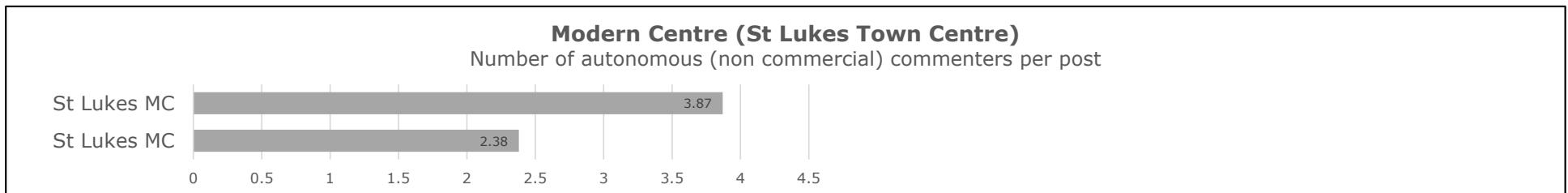
Experiential-Sharing Economy and Creative Destruction of the Malled Metropolitan Centres

Sylvia Park Post-Consumerist Centre: Network analysis of Instagram data (Pre-Lockdown & Lockdown)

Number of Commenters



Period	Case Study	Number of Posts	Number of Commenters	Number of Commenters per Post
Pre-lockdown	Sylvia Park Metropolitan Centre	144	141	0.98
Lockdown	Sylvia Park Metropolitan Centre	35	77	2.2
Variation (%)		-75.69	-45.39	+124.49

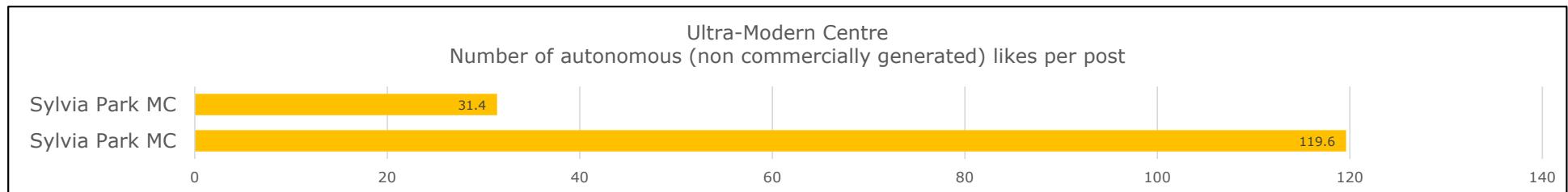


Period	Case Study	Number of Posts	Number of Commenters	Number of Commenters per Post
Pre-lockdown	St Lukes Town Centre	39	151	0.98
Lockdown	St Lukes Town Centre	13	31	2.2
Variation (%)		-75.69	-79.47	-38.50

Experiential-Sharing Economy and Creative Destruction of the Malled Metropolitan Centres

Sylvia Park Post-Consumerist Centre: Network analysis of Instagram data (Pre-Lockdown & Lockdown)

Number of Likes



Period	Case Study	Number of Posts	Number of Likes	Number of Likes per Post
Pre-lockdown	Sylvia Park Metropolitan Centre	144	4519	31.38
Lockdown	Sylvia Park Metropolitan Centre	35	4186	119.6
Variation (%)		-75.69	-7.37	+281.11

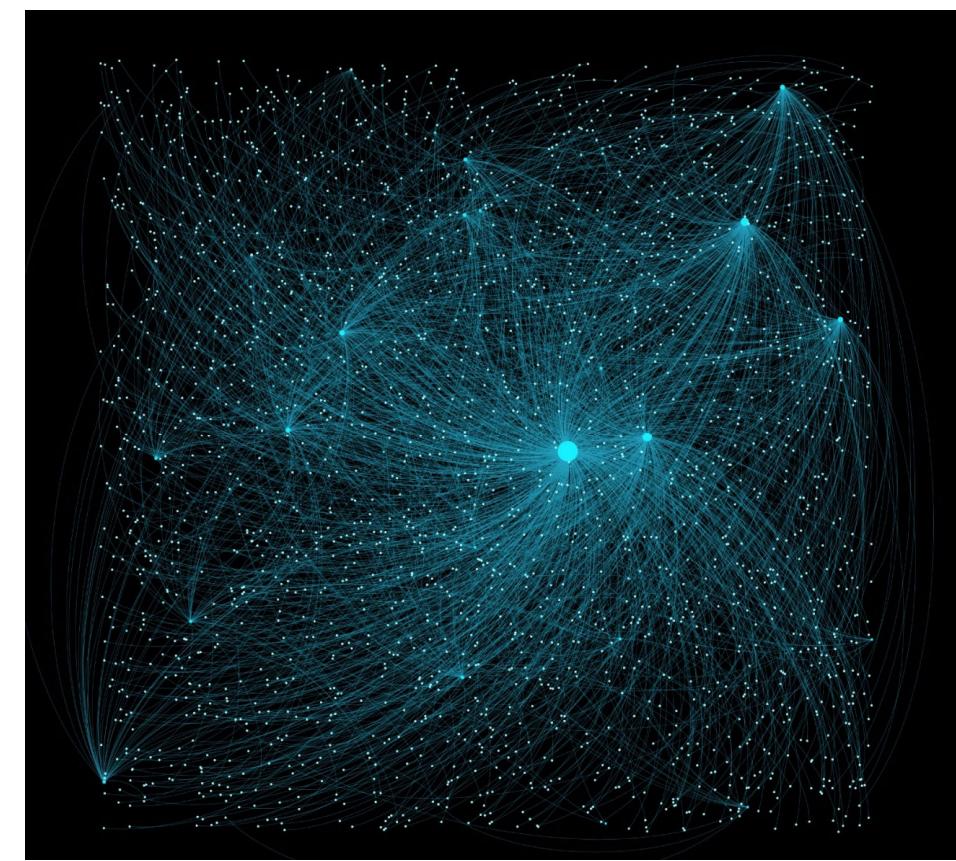
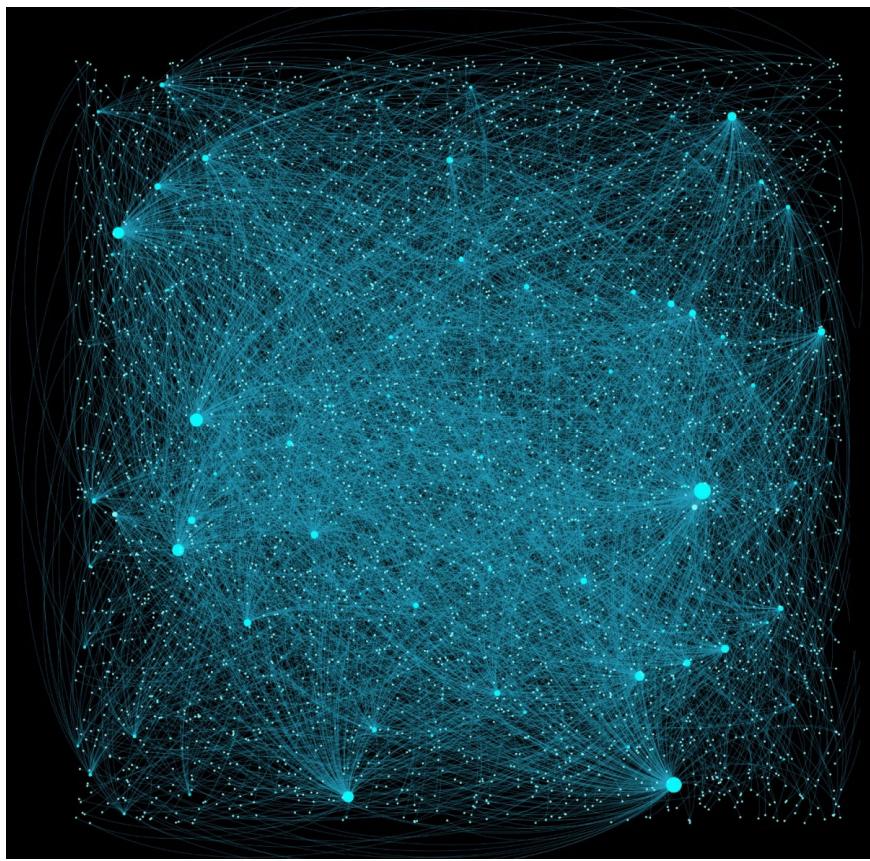


Period	Case Study	Number of Posts	Number of Likes	Number of Likes per Post
Pre-lockdown	St Lukes Town Centre	39	1177	30.17
Lockdown	St Lukes Town Centre	13	562	43.23
Variation (%)		-75.69	-52.25	+43.24



Sylvia Park's "Post-Consumerist" Centre - Network Analysis of Instagram Data: Interaction Polarisation Ethnic Distribution-Inequality Reversed?

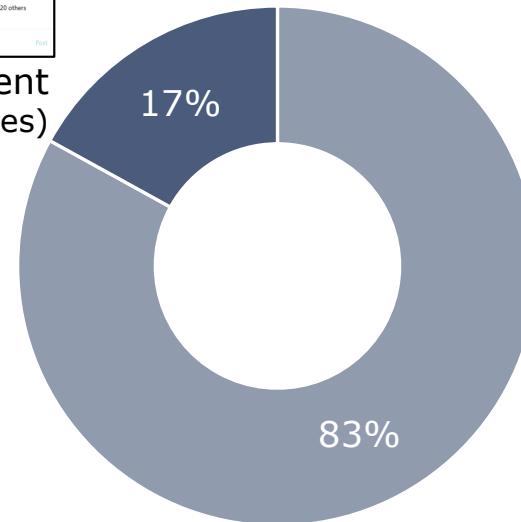
Lockdown



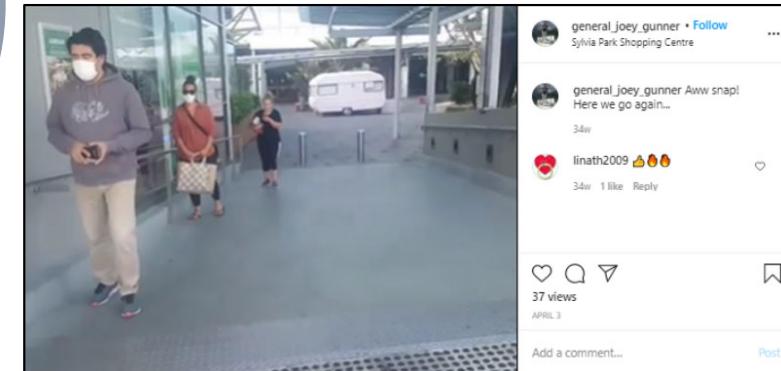
Sylvia Park's "Post-Consumerist" Centre: Content Analysis of Instagram Data - Posts During Lockdown



Other Content
(Non identifiable spatialities)



Mall Spatialities



Sylvia Park's "Post-Consumerist" Centre: Content Analysis of Instagram Data - Posts During Lockdown

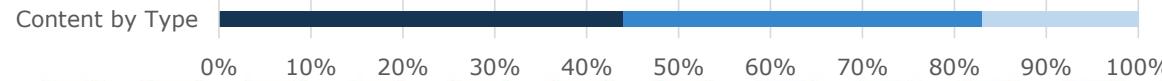


Other Content
(Non identifiable spatialities)

Mall Spatialities Visual Originated During Lockdown



Visual Content (Ultra-Modern Mall Only)
Percentage of Spatially Relevant Representations During Lockdown

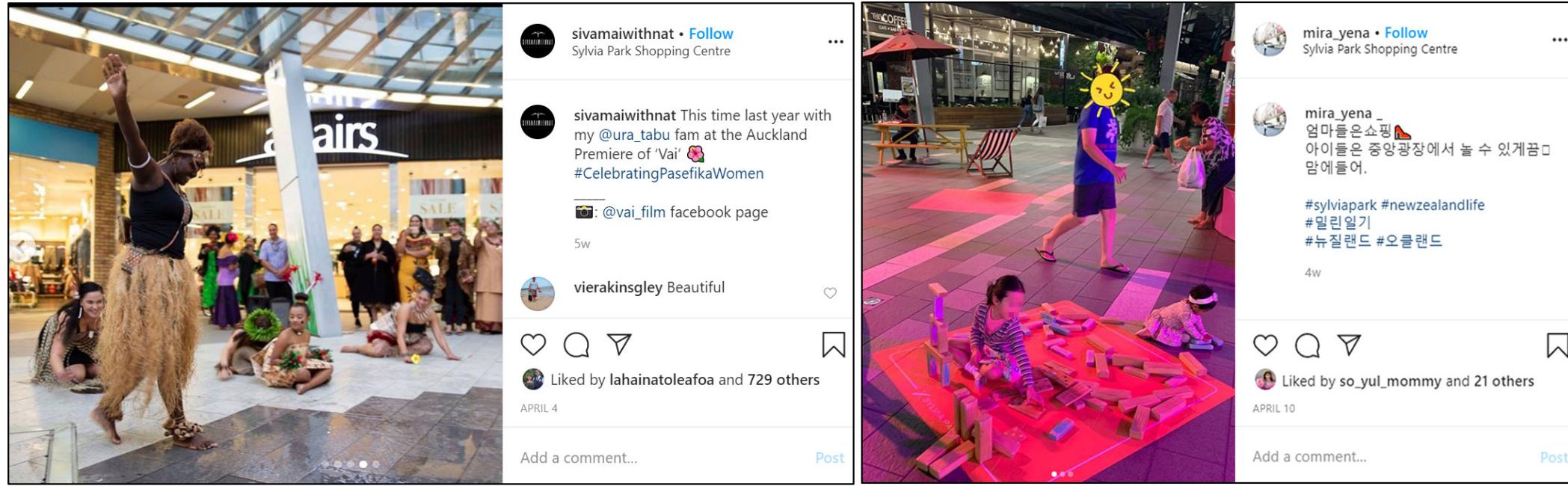


Mall Spatialities, content Originated Before Lockdown



Sylvia Park's "Post-Consumerist" Centre: Content Analysis of Instagram Data - Posts During Lockdown

Preeminence of Spatial Content of Situated Practices



sivamaiwithinat • Follow
Sylvia Park Shopping Centre

This time last year with my @ura_tabu fam at the Auckland Premiere of 'Vai' 🌸 #CelebratingPasefikaWomen

@vai_film facebook page

5w

vierakingsley Beautiful

Liked by lahainatoleafoa and 729 others

APRIL 4

Add a comment...

mira_yena • Follow
Sylvia Park Shopping Centre

엄마들은 소핑 🇰🇷 아이들은 중앙광장에서 놀 수 있게 끔드 맘에 들어.

#sylviapark #newzealandlife
#밀린 일기
#뉴질랜드 #오클랜드

4w

Liked by so_yul_mommy and 21 others

APRIL 10

Add a comment...

* Moms are shopping / Let children play in the central square / Like it.



Unite
against
COVID-19

Thank you

Manfredo MANFREDINI,

¹School of Architecture and Planning, The University of Auckland, New Zealand

School of Architecture and Urbanism, Hunan University, China

Urban Relational Informatics, <https://www.drh.nz/labs/urban-relational-informatics/>

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