

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**

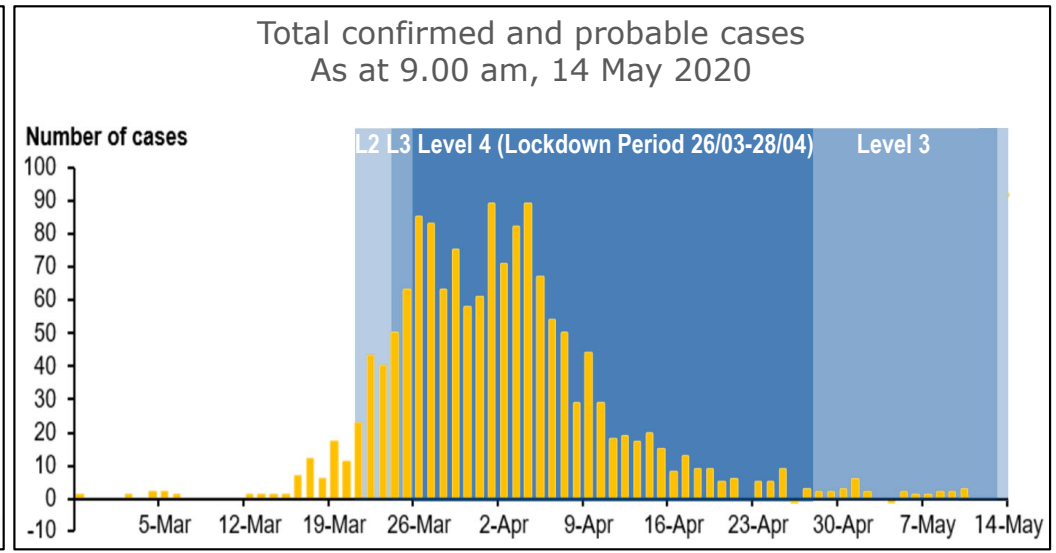
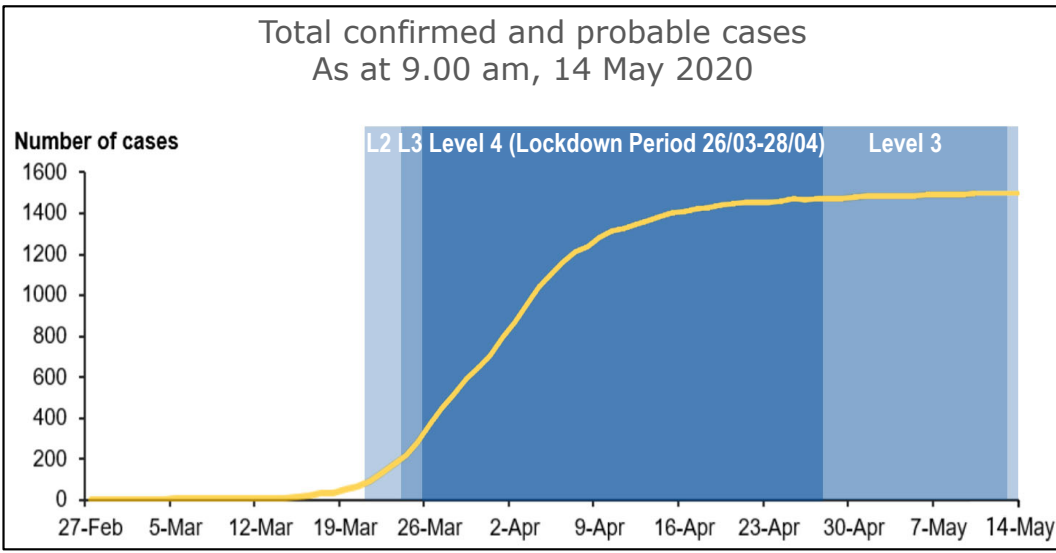
We all need to work together if we want to slow the spread of COVID-19. Unite against the virus now.

- Be kind. Check-in on the elderly or vulnerable
- Washing and drying your hands kills the virus
- Cough or sneeze into your elbow
- Stay home if you are sick

LEVEL	RANGE OF MEASURES (can be applied locally or nationally)
<p>Level 4 - Eliminate</p> <p>Likely that disease is not contained</p>	<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
<p>Level 3 - Restrict</p> <p>Heightened risk that disease is not contained</p>	<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
<p>Level 2 - Reduce</p> <p>Disease is contained, but risks of community transmission growing</p>	<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)
<p>Level 1 - Prepare</p> <p>Disease is contained</p>	<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

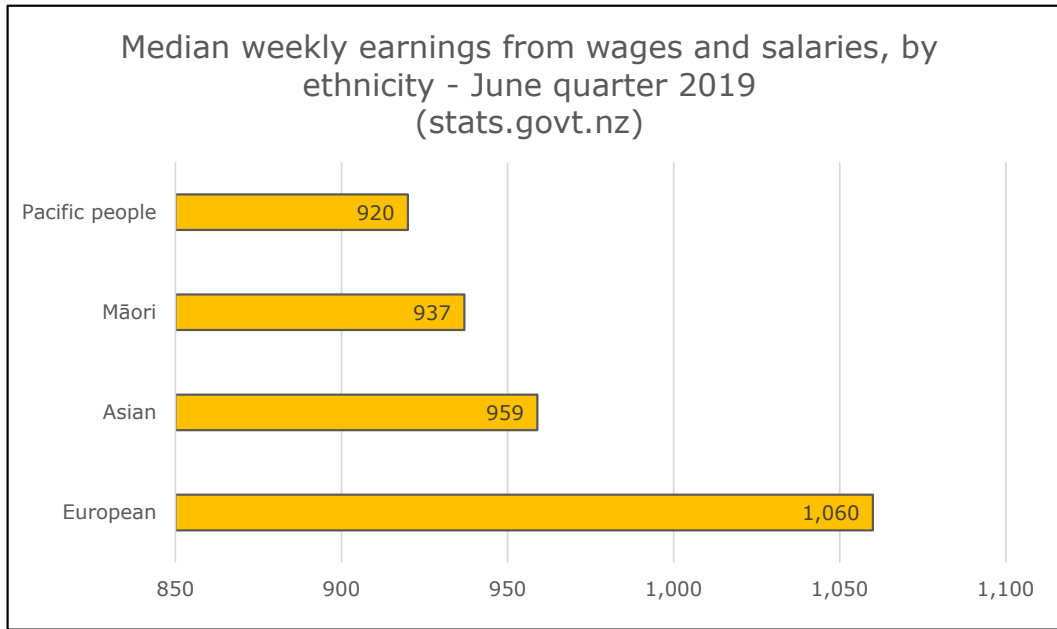
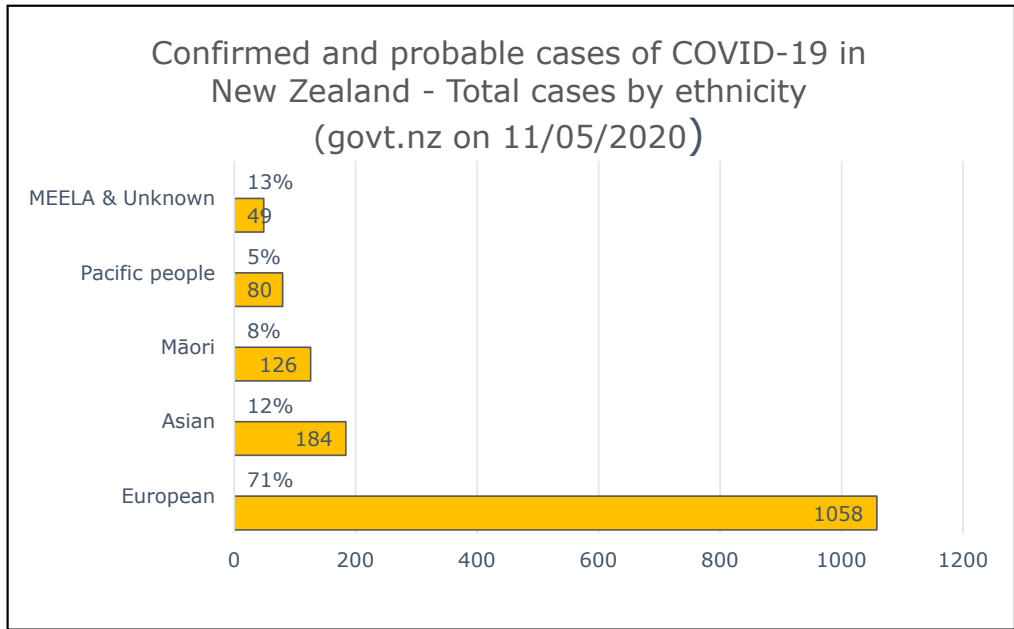
Results of New Zealand Government's strategy on domestic Covid-19 transmission

Infection Trend During Lockdown (Alert Level 4)



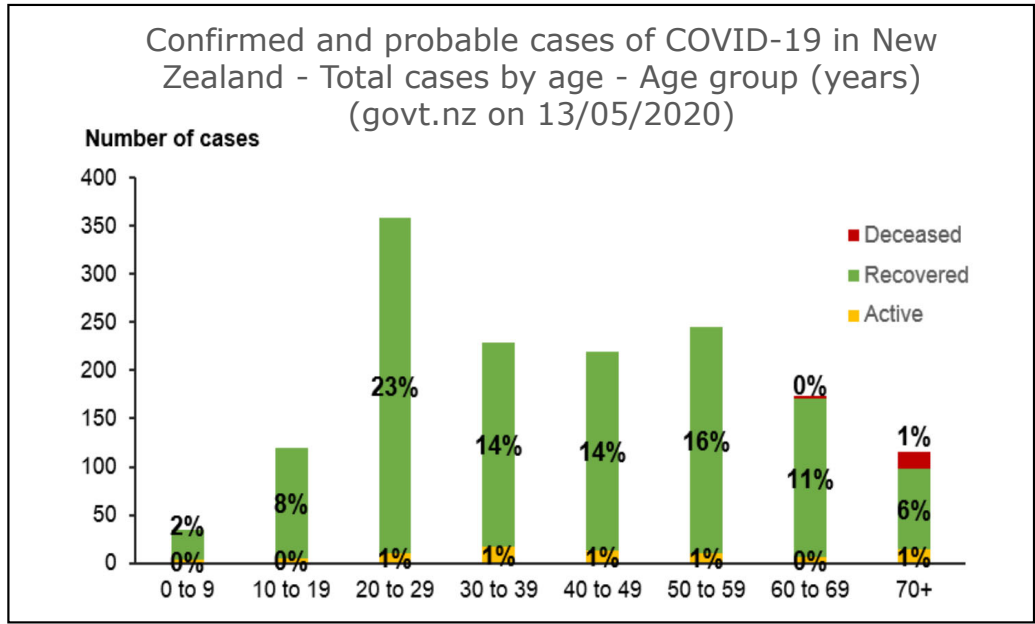
Who Has Been Affected by COVID-19 in New Zealand: Social Inequality Issues

Demographics of the Infected People: Infection Distribution Among Ethnic Groups



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)

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

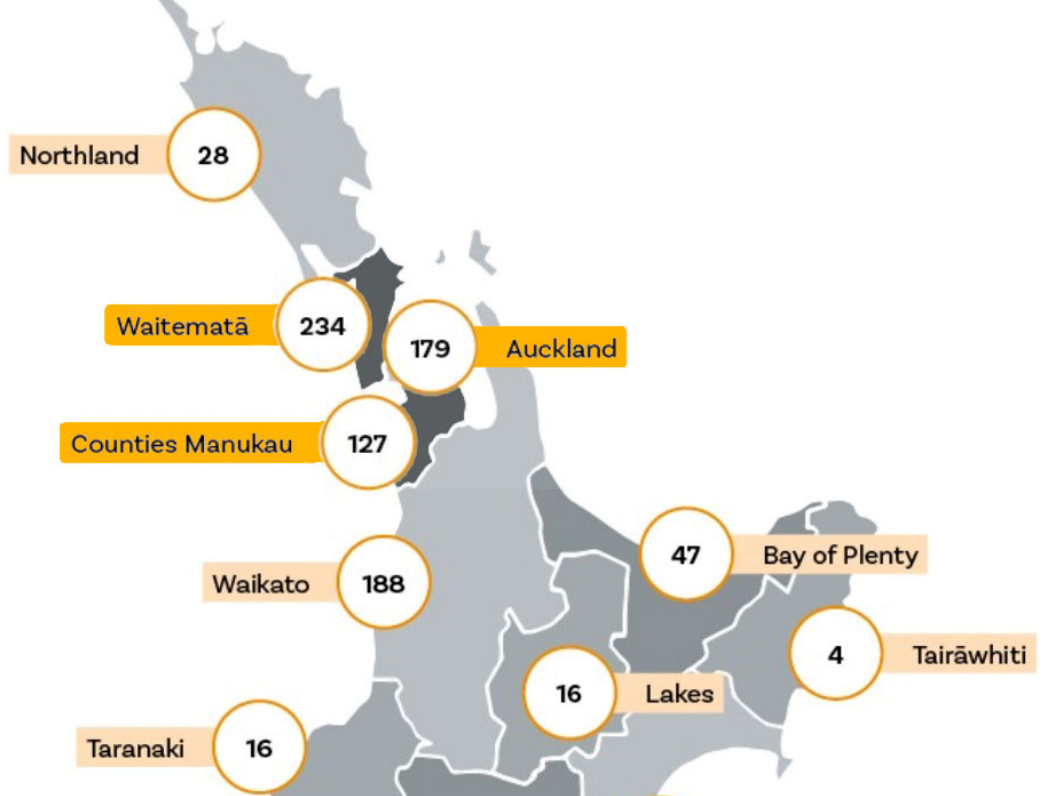
COVID-19 and Social Inequality in New Zealand

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

Distribution of the infection by District Health Board

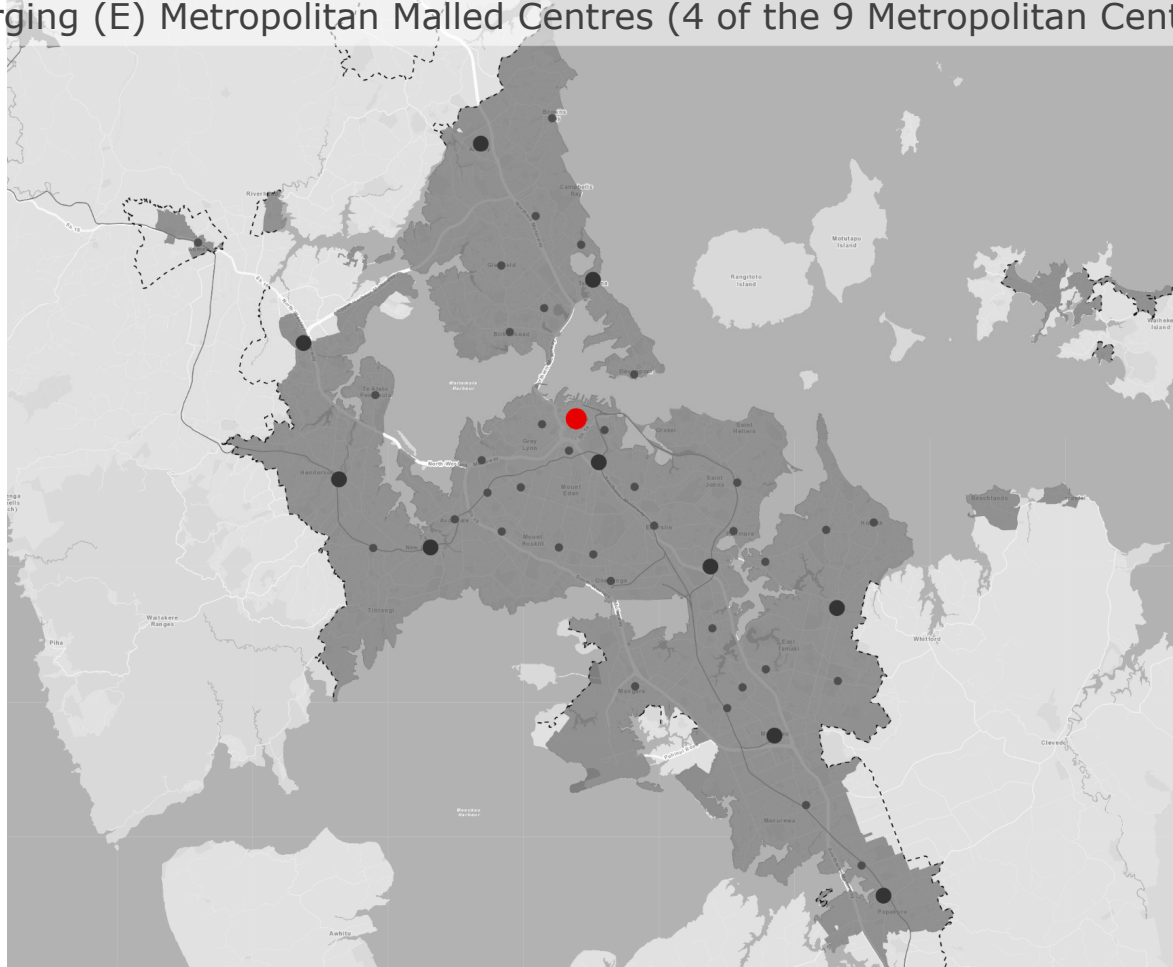


Distribution of the infection by District Health Board in the Auckland Region



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)



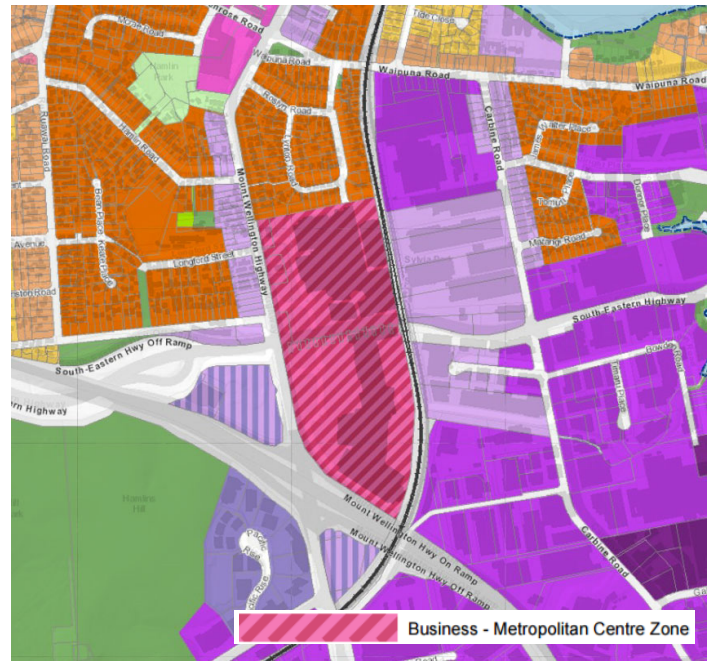
(Source: Auckland Council, <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/auckland-plan/map-book/Pages/default.aspx>)

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

The Emerging (E) Metropolitan *Malled* Centres

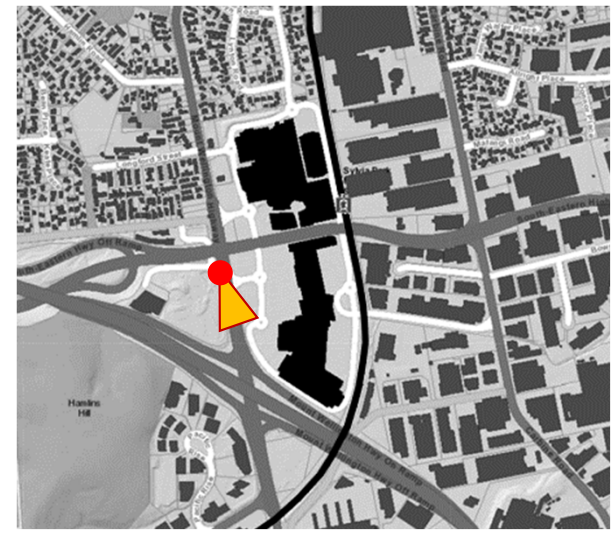
"Enclosure is a 'constituent element of capitalist relations and accumulation'. . . to forcibly separate people from whatever access to social wealth they have which is not mediated by competitive markets and money as capital . . . New enclosures thus are directed towards the fragmentation and destruction 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



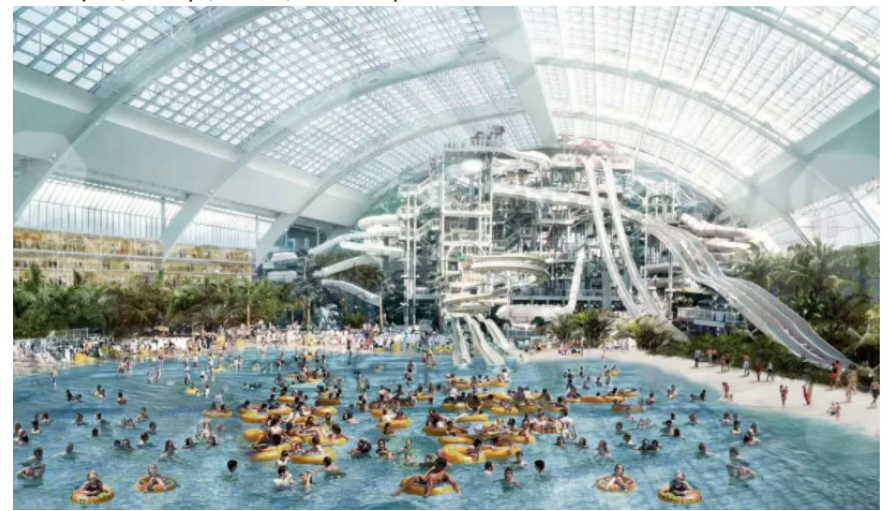
Modern "Consumerist" Mall

A national retail apocalypse has crippled US malls



Ultra-Modern "Prosumerist" Centre

A water park, ski slope, ice rink, and theme park cover 55% of American Dream

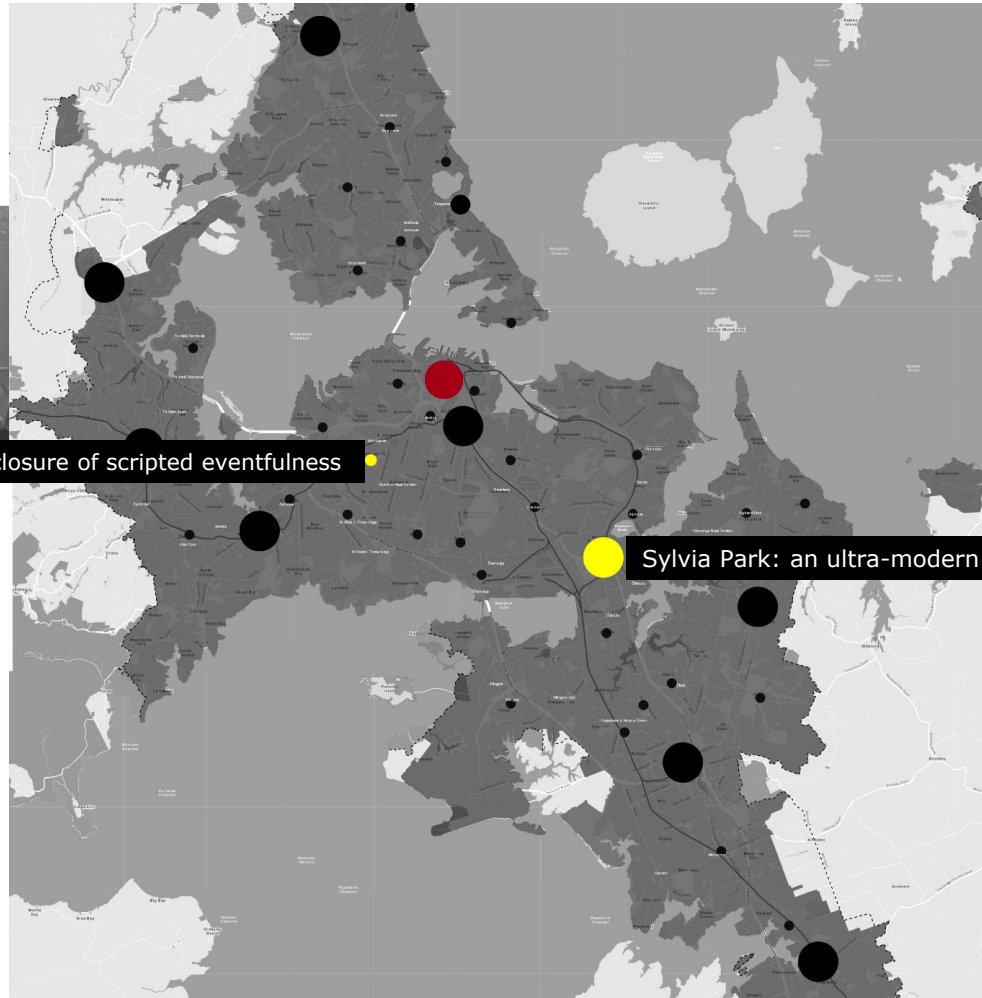


Source: <https://www.nytimes.com/2015/01/04/business/the-economics-and-nostalgia-of-dead-malls.html?smid=tw-share&r=1#slideshow/10000003419230/10000003419257>

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



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

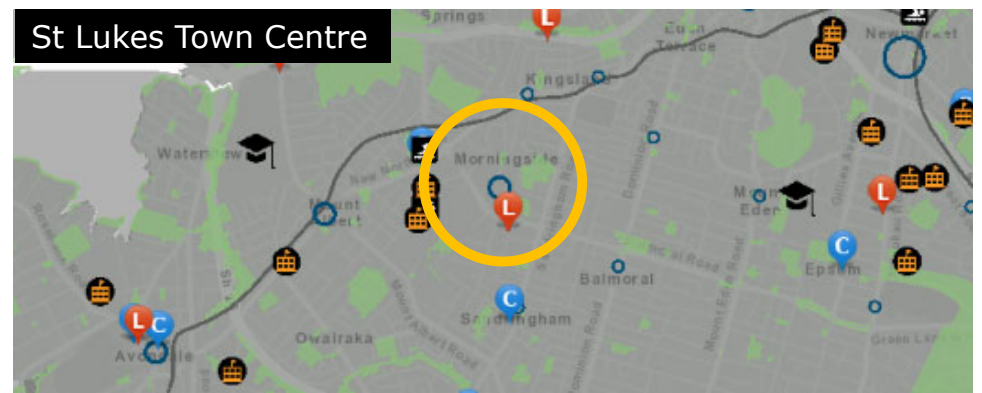
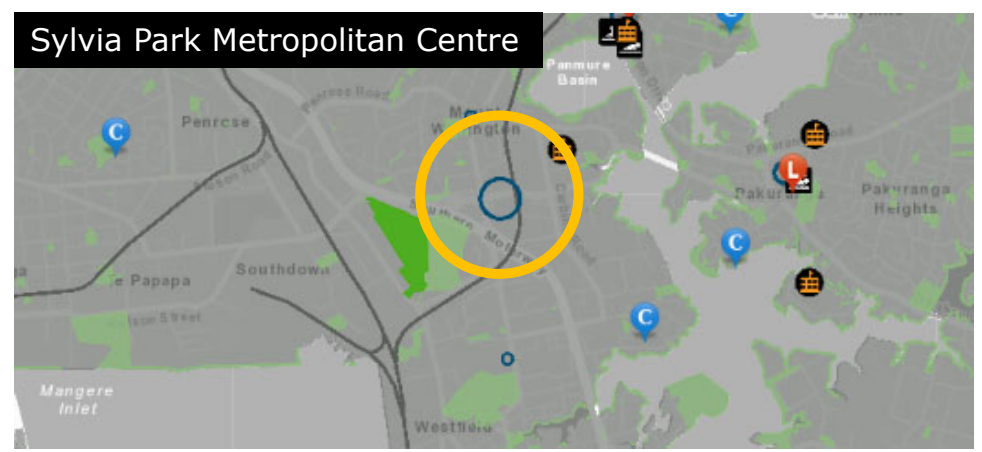
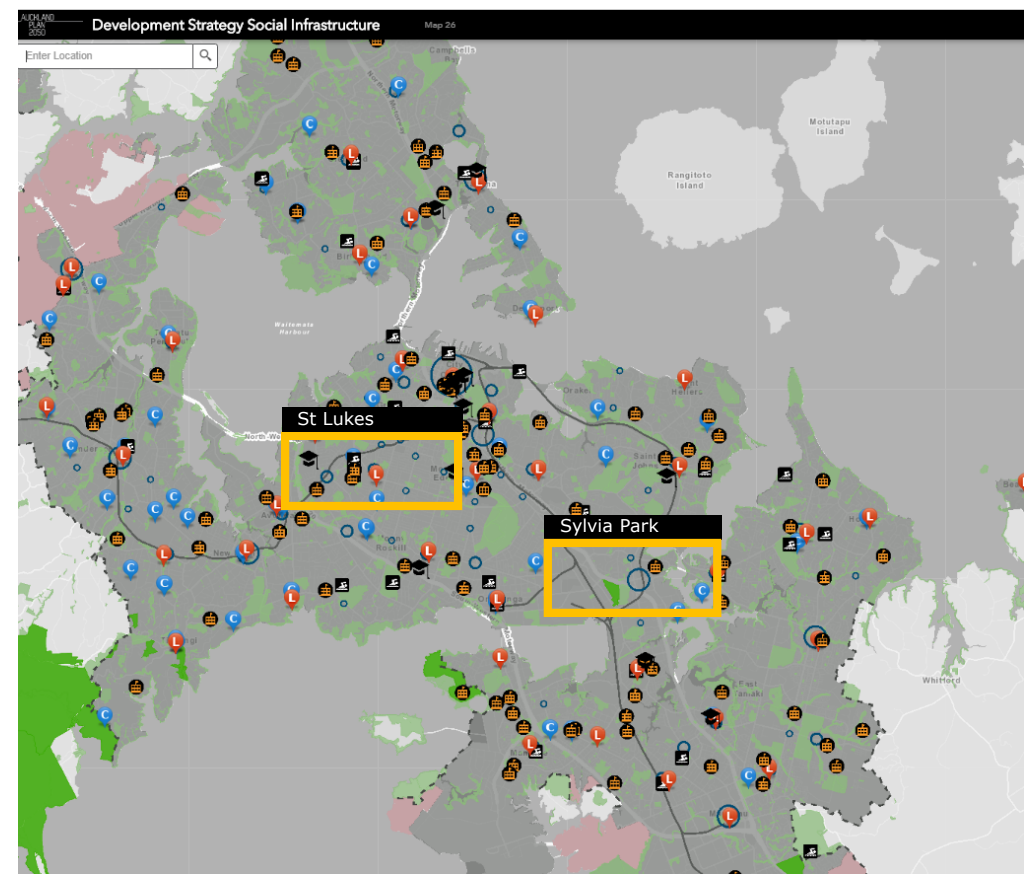


Sylvia Park: an ultra-modern enclosure of superlative abstract civiness



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 of 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

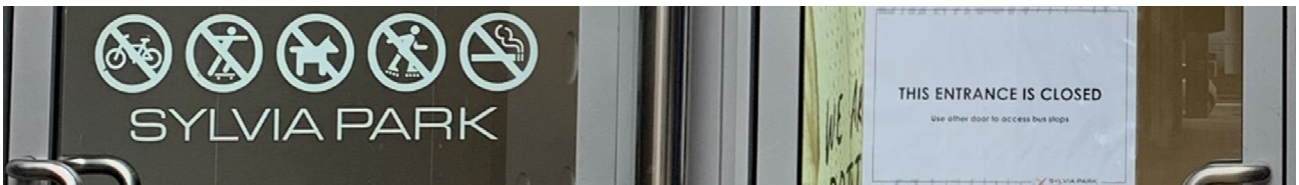


A **pseudo-identitopia** of the "hybrid placeness turn" where algorithmically controlled of sociospatial relational systems produce "relational domains" multidimensional engagement that conceive the individual as **transduced prosumer** (or produser)

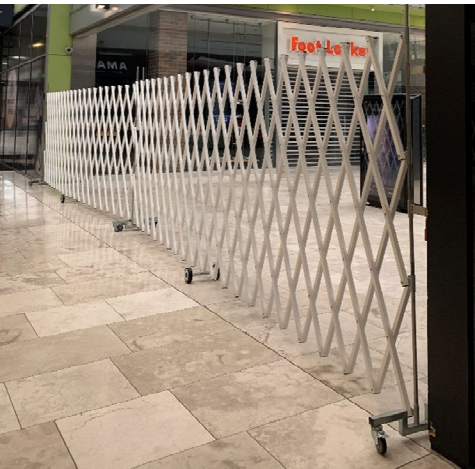


Source: www.scentgroup.com and www.kiwiproperty.com

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

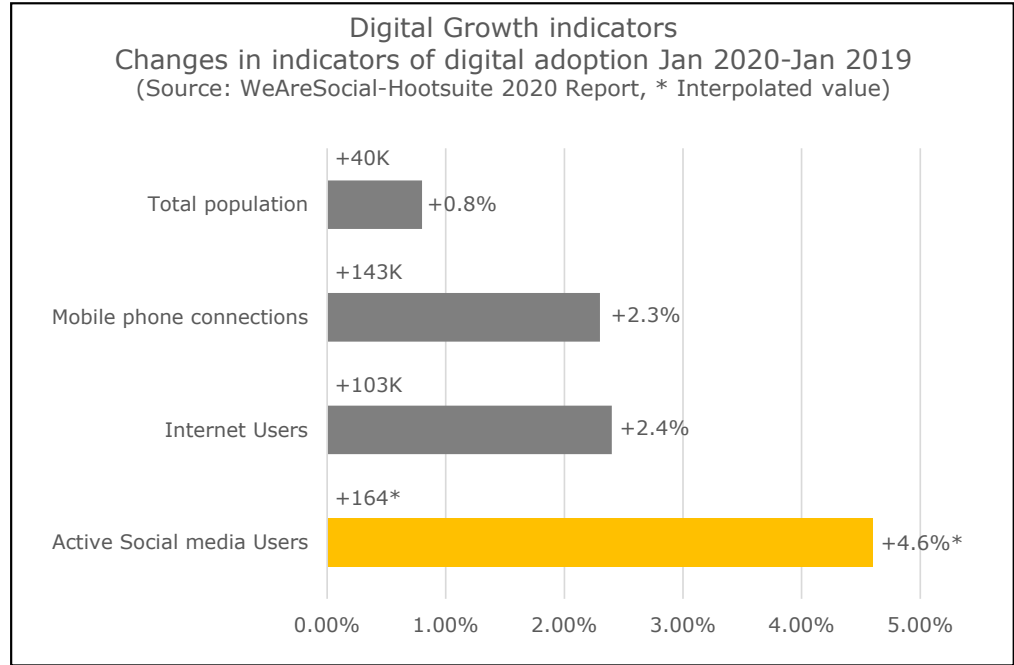
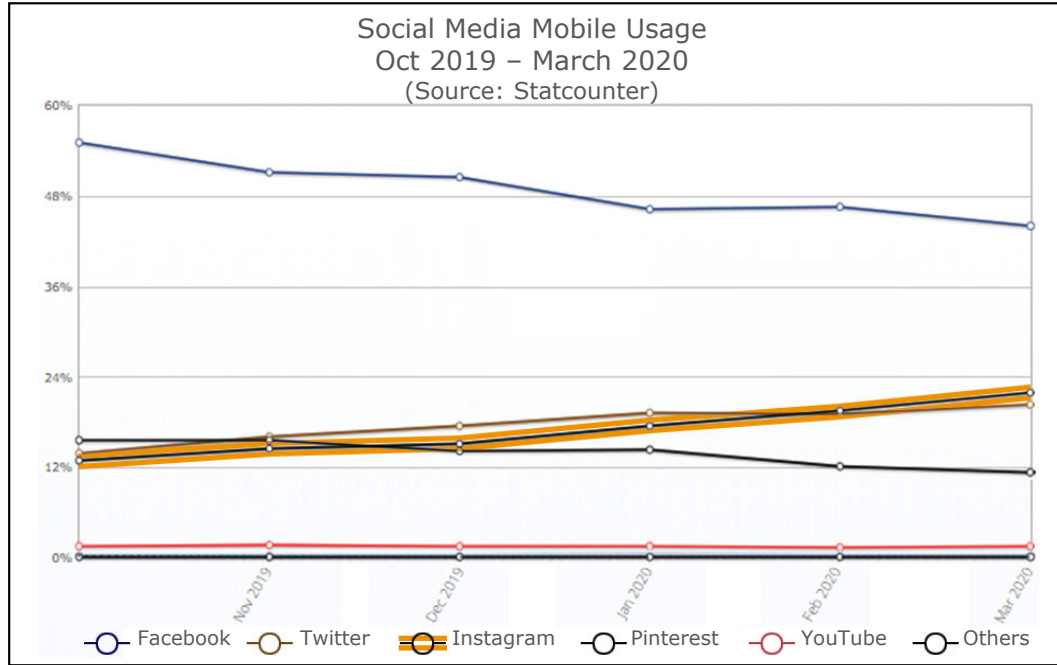


Sylvia Park Centre during the 28 April-11 May 2020 lockdown



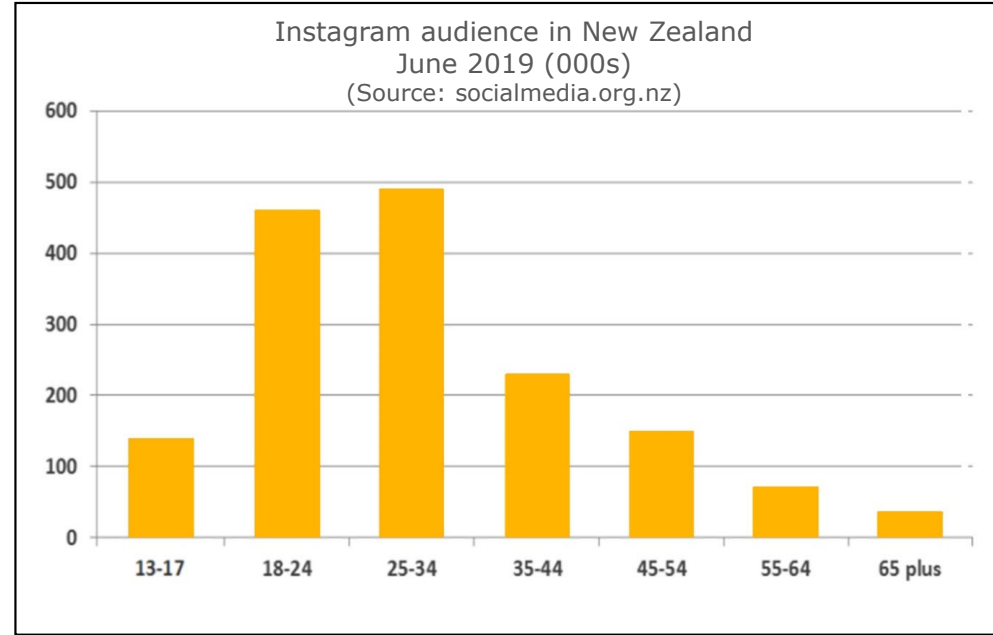
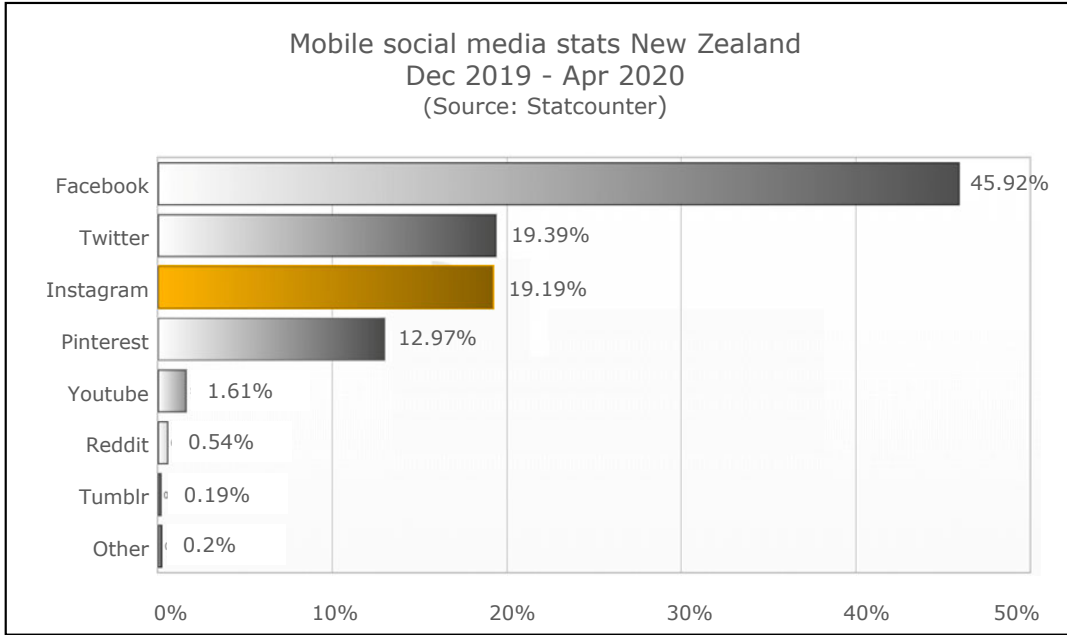
From Physical to Digital Public Space

Social Media Usage in New Zealand



From Physical to Digital Public Space

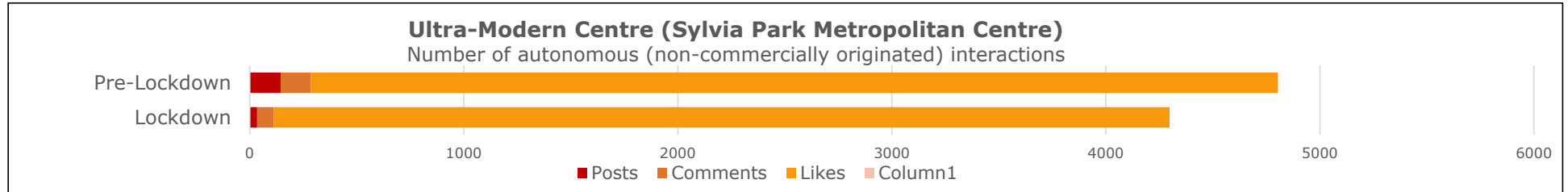
Instagram usage in NZ: 90% of Kiwis between 18 and 39 use social media (Source: Colmar Brunton)



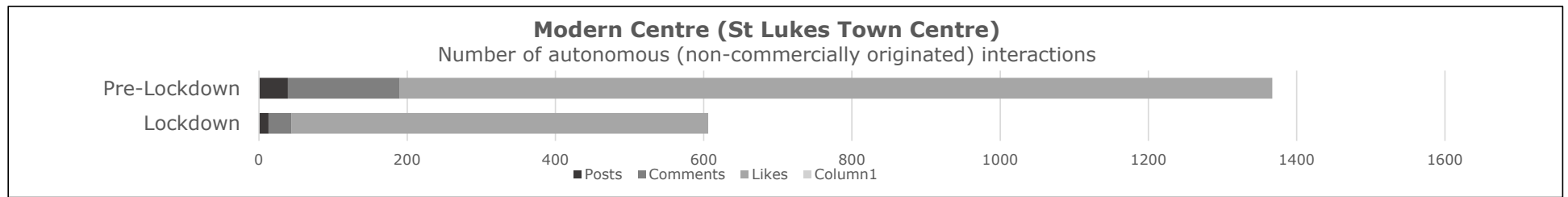
Experiential-Sharing Economy and Creative Destruction of the Malled Metropolitan Centres

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

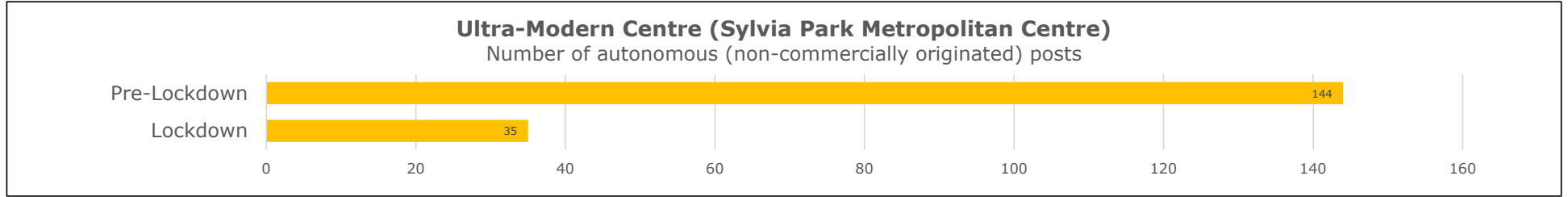


Period	Case Study	Number of Posts	Number of Commenters	Number of Likes	Total number of interactions
Pre-lockdown	Sylvia Park MC	39	151	1177	1367
Lockdown	Sylvia Park MC	13	31	562	606
Variation (%)		-66.66	-79.47	-52.25	-55.67

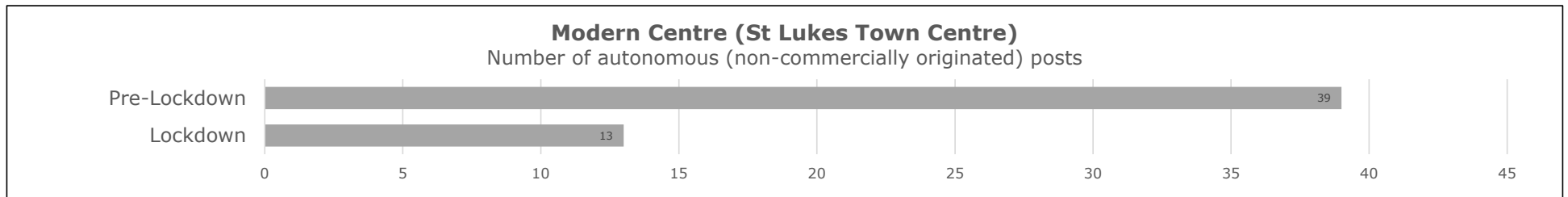
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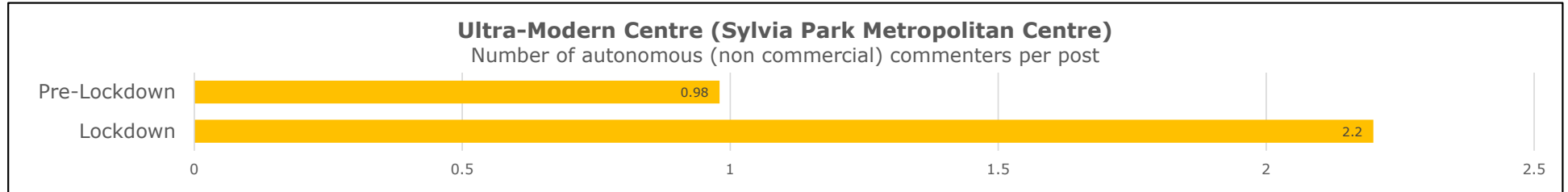


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Lockdown	Sylvia Park MC	13
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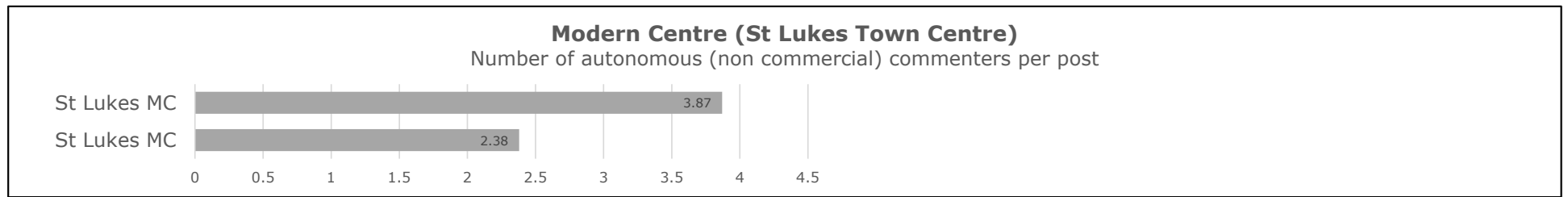
Experiential-Sharing Economy and Creative Destruction of the Malled Metropolitan Centres

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

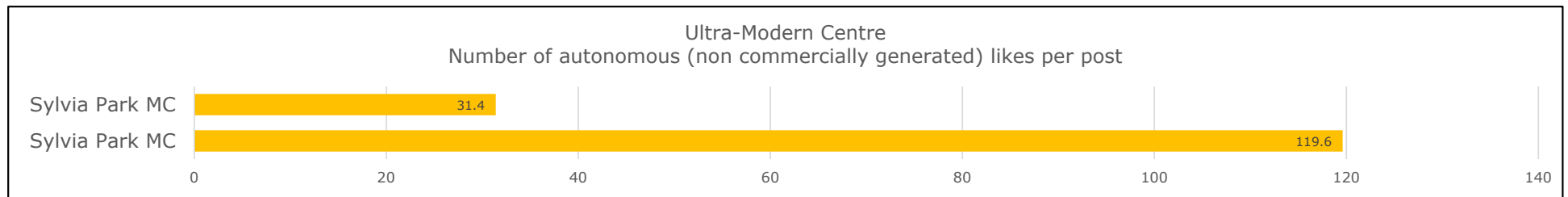


Period	Case Study	Number of Posts	Number of Commenters	Number of Commenters per Post
Pre-lockdown	St Lukes Town Centre	39	151	0.98
Lockdown	St Lukes Town Centre	13	31	2.2
Variation (%)		-75.69	-79.47	-38.50

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

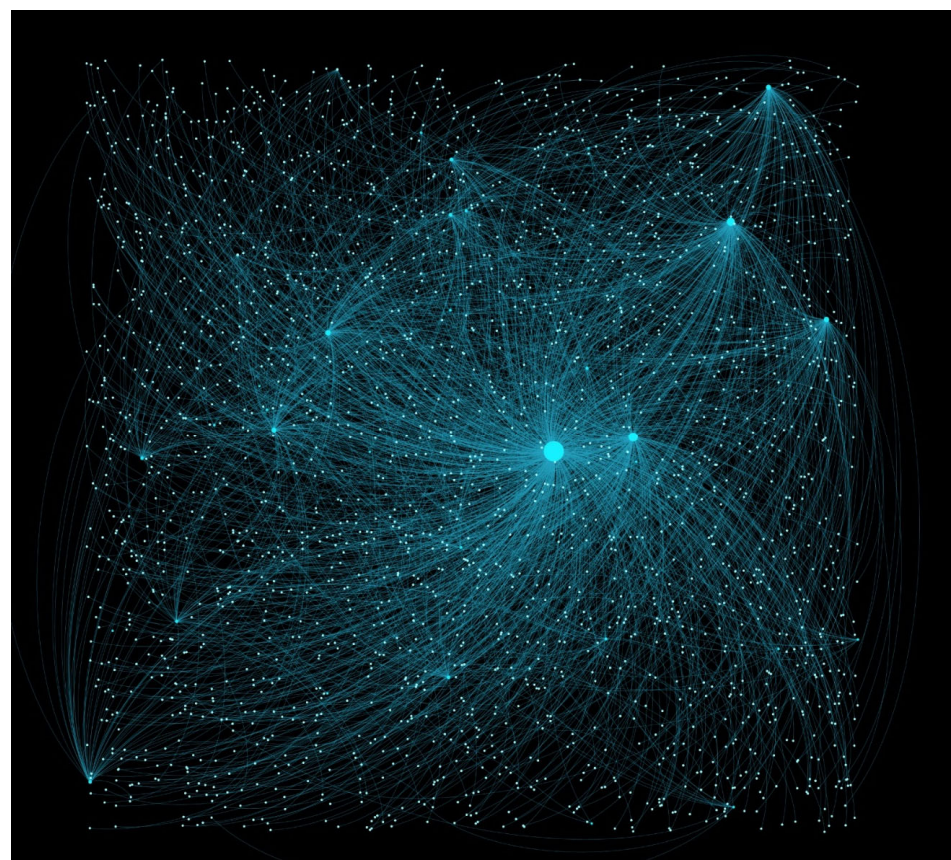
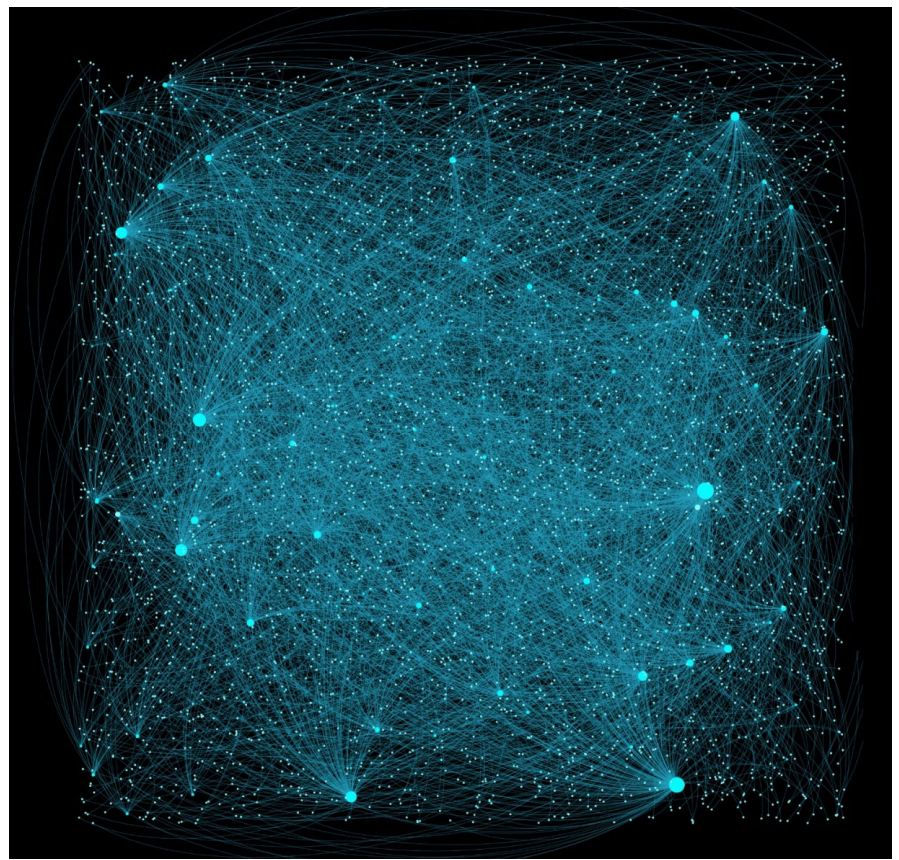


Period	Case Study	Number of Posts	Number of Likes	Number of Likes per Post
Pre-lockdown	St Lukes Town Centre	39	1177	30.17
Lockdown	St Lukes Town Centre	13	562	43.23
Variation (%)		-75.69	-52.25	+43.24

Sylvia Park's "Post-Consumerist" Centre - Network Analysis of Instagram Data: Interaction Polarisation

Ethnic Distribution - Inequality Reversed?

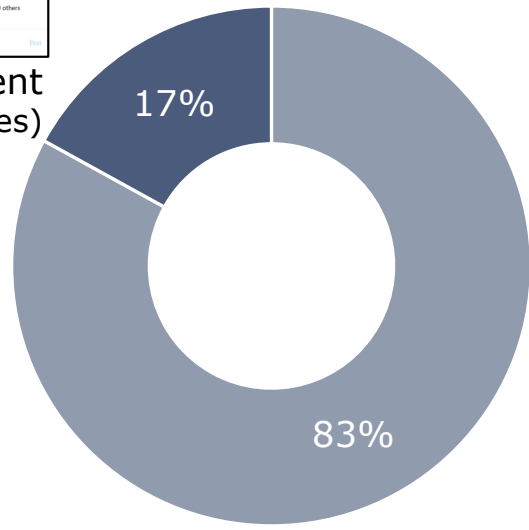
Lockdown



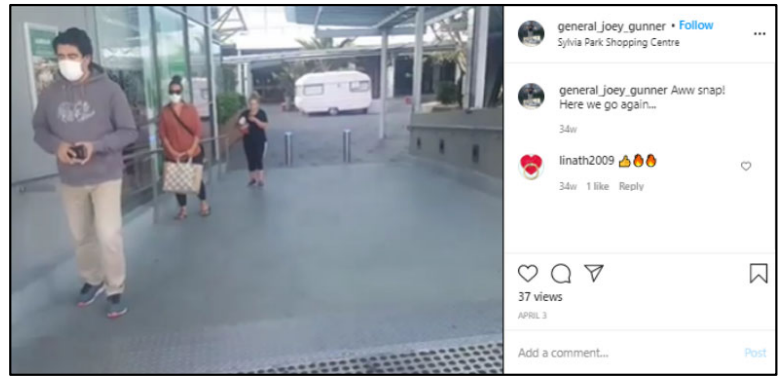
Sylvia Park's "Post-Consumerist" Centre: Content Analysis of Instagram Data - Posts During Lockdown



Other Content
(Non identifiable spatialities)



Mall Spatialities

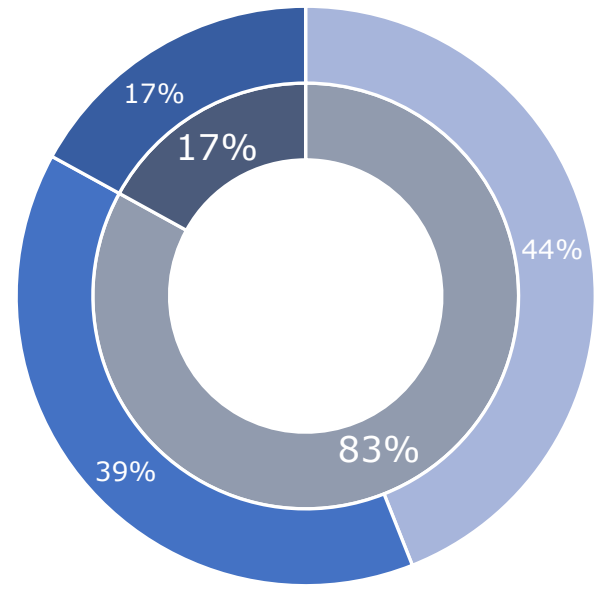
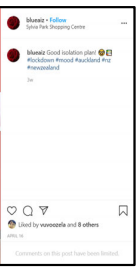
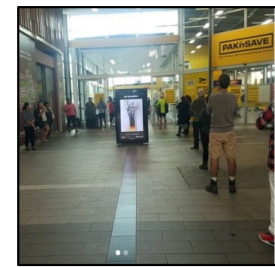


Sylvia Park's "Post-Consumerist" Centre: Content Analysis of Instagram Data - Posts During Lockdown

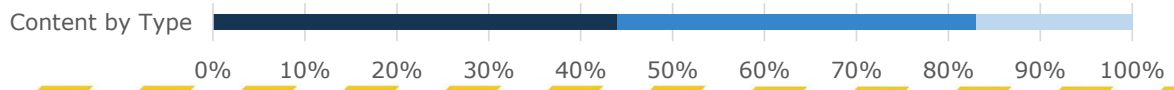


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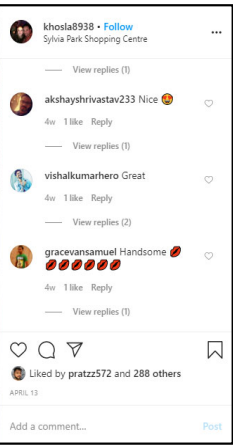
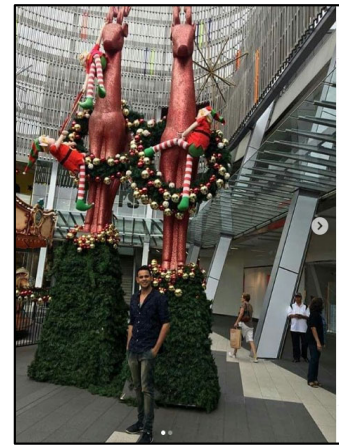
Mall Spatialities Visual Originated During Lockdown



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



sivamaiwithnat • Follow
Sylvia Park Shopping Centre

sivamaiwithnat 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... Post



mira_yena • Follow
Sylvia Park Shopping Centre

mira_yena 엄마들은 쇼핑 🇳🇿
아이들은 중앙광장에서 놀 수 있게끔
맘에들어.

#sylviapark #newzealandlife
#밀린일기
#뉴질랜드 #오를랜드

4w

📍 Liked by so_yul_mommy and 21 others

APRIL 10

Add a comment... Post

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



Unite
against
COVID-19

Thank you

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School of Architecture and Urbanism, Hunan University, China

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

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