

109 學年度第一學期 Eurasia 基金會國際講座

「亞洲共同體：東亞學的構築與變容」系列講次(10)

講題：商店街空間構成相關研究-以台灣、日本、韓國為例

Eurasia Foundation International Lectures, Fall 2020 Semester

“The Construction and Transformation of East Asiaology” Lecture Series (10)

Title: The Spatial Composition of Shopping streets: The Cases of Taiwan, Japan, and South Korea

For the 10th Eurasia Foundation International Lectures, we invited professor Wei-Lun Kuo from the Department of landscape architecture to share his research. The content of the speech includes three parts: the related research on the spatial composition of shopping streets, Japan’s address system, and the related research on Asian city.

I. Related research on the spatial composition of shopping streets

Professor Kuo explains that shopping streets and night market emerged accompanied with the economic development of Asian cities. For the public, shopping street and night market used to be linked with negative images like dirty environment, chaos space, cheap products. Based on a new viewpoint of the relations between external space (road) and internal space (shop), this research adopts ecological psychology approach to explore a pattern between space style and environment behavior and discuss building body (physical space), transitional space (overhangs of storefronts, fixed lap joint, temporary lap joint, temporary use), external space (urban environment).

Professor Kuo considers the ecological psychology of behavior setting consist of several elements: ①Stereotype Activities ②Environmental elements ③Consistency of stereotype activities and environmental elements ④Specific time. In addition, Analysis of Spatial se can be divided into the following: ①Street Vendor②Full opening with display③Full opening④Partial opening with display⑤Partial opening ⑥Door with display⑦Door.

Moreover, the analysis of five human senses with temporal physical changes can be observed from the following:

Type of visual(視覺)：①Sign②Flag③Photoor Picture④Handout⑤Sample (original) ⑥Sample (imitation) ⑦Voice from Staff 。

Types of auditory(聽覺) ⑧Voice from Record⑨Voice from Music⑩Voice from Shop 。

Types of tactile(觸覺)：⑪Original ⑫Imitation ⑬Package

Types of olfactory (嗅覺): ⑭From Air⑮From Touch

Type of gustatory (味覺): ⑯Can Taste or eating in front of shop

Professor Kuo shares his research findings from the comparisons among shopping streets in Taiwan, South Korea, and Japan. The shopping streets in Japan are homogeneous, which often open the store slowly and different groups appear in different time. The customers to the shopping streets in South Korea usually appear from noon to dusk and the stores also open at that periods of time. Stores in the shopping streets in Taiwan tend to open several times a day and the same spaces maybe be used for several usages a day. Because of the different cultural background between Japan and Taiwan, the night market in Japan clean up every day and no trace of night market in the daytime, while the night market in Taiwan might still look messy showing the traces of night market. The night markets in South Korea lie between Japan and Taiwan.

From the investigation of the comparisons among shopping streets in Taiwan, Japan and South Korea, the conclusion is that through the characteristics of the spaces formed by night market stores and time changes in the urban scales, under the influence of time, it is obvious that a behavior setting emerges in the repeated and continuous cycle. When we analyze a night market store, it can be seen as a behavior setting unit. When we analyze the urban scales as a whole, we may view the whole business district as a huge behavior setting, like entertainers on a huge commercial stage in the city, perform repeatedly. Therefore, Professor Guo compares Asian cities to dumplings, wrapped up by many things, while cities in Europe and the United States are like burgers, separated layer by layer.

II. Japan's address system

The addresses in Japan appear on the traffic signs, arranged clockwise. According to Barrie Shelton, the European and American addresses are based on road-shaped logics, while Japan address is based on the spatial logic of tatami mats, expanding from the inside out. In Japan, because the relations of address system are easy to construct, the navigation system works well and is detail-oriented.

III. Related studies on Asian cities

The urban space in Shanghai, China is designed for shopping streets, and Thailand is wet and cold, so the shopping street is designed as a floating market. This is due to the influence of climate, which determines the architectural and landscape design. The only place in the world that cannot be designed according to its cultural background is the airport, which can only have English letters.

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