Sustainability through Identity
by Jakob Dunkl

Does real shopping have a future in the internet age? Is it not far more modern and efficient to surf a multitude of websites occasionally and order goods with the click of a mouse? Perfect sustainability through virtual shopping without the need for vast shopping centres, overcrowded car parks and the obligatory traffic jams?

Of course not! Viewing an object from all sides, feeling, touching and smelling can never be replaced. Personal interaction, communication, and consultation are also important factors. Even if the end result is no more than pure window-shopping, the fact is that people love shopping, plain and simple! Even if only as a pastime or a pleasure pursuit.

So we will always have real shops, but the dream of seeing a range of small, individual enterprises rather than giant anonymous shopping malls and market places will remain consigned to an intellectual utopia. Thousands of square metres of shopping area under one roof is reality and will see increasing demand in the future. But it must be sustainable!

We are interested in a particular form of sustainability: our strategy is to appeal to the investor to place his faith in superior architectural quality. Quality is vital for increased competitiveness and getting ahead of your rivals. It is also the foundation for the long-term success of investment. In allowing the building to enjoy a long life, quality is a form of sustainability.

In a nutshell: whatever is used for a long time is sustainable!

And by architectural quality, we mean extraordinary concepts whether low or high budget. We are talking about architecture that not only satisfies purely functional criteria, but also strives for added value. Architecture that responds to the environment and circumstances. To the sun, the view, the neighbourhood etc. – even, or especially, if it is a shopping centre! Architecture that creates unique identity! An identity that will be perceived as the antithesis of the concept of facelessness.

We have all had more than enough of seeing identical shopping centres everywhere we travel. We believe that malls without autonomy, without personality or character will be the first to disappear
from the market. They are exchangeable, their existence capricious. If profits should fall, they will be flattened and quickly forgotten. That which can be torn down or converted in a short space of time, if success does not follow, cannot possibly be labelled as sustainable.

Let us build ideas together. Ideas that will last!

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