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# LANDSCAPE ARCHITECTURE MAGAZINE

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SOCIETY OF LANDSCAPE ARCHITECTS

## LET'S SHOP

Ideas for streets on the brink

### GLS LANDSCAPE ARCHITECTURE

A hospital designed for thriving

### HBCUs AT RISK

Support for campus preservation

### PET PROJECT

3-D limbs made to order

# CUSNOUT





SWA HOUSTON



# I DREAM OF SHOPPING...

DALLAS STREET, HOUSTON

## SWA HOUSTON

Kinder Baumgardner, ASLA; Natalia Beard

THE FUTURE OF STREET RETAIL in downtown Houston is particularly complicated owing to the extensive tunnel network siphoning off workers to subterranean eateries and shops. As dying malls are transformed into warehouses for robotic delivery services, the disposable-fashion conscious will need new places to hang out. If the right experience were offered, the urban bored might look up from their Instagram feeds to participate in the urban fashion spectacle.

The CURA(QR)-TORIUM (*at left*) is a three-dimensional window into a uniquely curated shop that occupies our downtown sidewalks as window displays ripped from a favorite store. Etsy shopkeepers who don't have a shop to keep will display their wares in highly curated ways. Traditional retailers will entice online shoppers by showing actual products rather than pixelated web images. These striking displays are constantly changing as competition for the most exciting curatorium breaks out between retailers. Downtown streets become experience dispensaries where "curiosities" can be scanned and delivered.

## WALK-OFF (*pages 110-111*)

A downtown spectacle is created with a Derek Zoolander-inspired "walk-off." Participants step up to the kiosk and create outlandishly curated outfits that are displayed on enormous digital mirrors as each contestant tries to outdo the next, strutting their digitally fashioned fashion. Flashbulbs pop, the crowd approves, experiences are had.



DALLAS STREET, HOUSTON



