

RESEARCH ON THE BEHAVIOUR OF WAYFINDING IN INTERIOR SPACE THROUGH THE ZORLU CENTRE SHOPPING MALL

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Abstract

The human being is a mobile creature who frequently changes their location with the various activities they do during the day. Whether it can be indoors or outdoors, transportation from one place to another is the most significant activity of everyday life.

The definition for "Direction" in the Great Turkish Dictionary of the Institute of Turkish Language is "1.The position according to a specific place, side. 2. The point to which something is facing. 3. The path, way, destination which leads somewhere" We use directions to comprehend where we are, to find a place and to describe our whereabouts.

"Navigation" or "wayfinding" is the act of going from the present location to the target location without getting lost, returning from it and remembering the route the next time. Though it is sometimes unnoticed, human beings have an inherent ability to find directions. In addition to the five senses such as hearing, smelling, tasting, touching and sight, there is also direction finding. This is the ability to move within spaces. Although the preciseness of this ability can vary in different people, it can be developed over time. The spatial experience of a person over time is effective on their direction finding.

The human being combines the information from the material space with their own background and thus performs the act of orientation. Despite direction finding being an inherent ability; especially in complex buildings i.e. shopping malls, hospitals and airports, interior spaces provide diversified experiences in terms of form and perception, which makes it more complicating to find directions. At this point, modern instruments for guidance as an architectural solution could simplify the problem of direction finding. To make direction finding convenient in the interior space, design components and markings need to be take into consideration during the conception of the architectural design. The diversity of these elements will provide convenience in direction finding if carefully and consistently planned.

This study addresses the experience of behaviour of direction finding in the interiors in terms of personal background and space setup. Zorlu Centre Shopping Mall was chosen as the field of study. The subjects' behaviour of direction finding in the mall was questioned by a survey. The subjects were asked to arrive to the places that they were supposed to find without the help of graphic systems, signs or digital screens which are not part of the space setup. By this means, both the influence of architectural space setup on subjects' direction finding and the alteration of personal basis based on the party were measured.

Keywords: wayfinding, navigation, shopping mall, spatial perception, Loss of perception in architecture