Evolution.
Evolution of retail types

- 7000 B.C.E.: City of Çatalhöyük founded for the trade of commodities
- c. 1500 B.C.E.: Market at Thebes
- c. 400 B.C.E.: The Greek agora conflates public forum and marketplace
  - Seventh century B.C.E.: Lydians invent retail shops
  - Several centuries B.C.E.: Chains of retail stores are known to have operated in China
- c. 110: Trajan’s Market

Diagram by SZE TSUNG LEONG
• Middle Ages: Marketplace as civic center
  • 1100–1300: Rise of trade causes significant growth of shops

• 1435–44: Leone Battista Alberti writes *Della Famiglia*, from which the capitalist maxim "time is money" would later be derived.

• 1514: House of Raphael, Rome, Bramante
  • Lock-up stalls

• 1566–68: *Royal Exchange, London*

• Late 16th century: Fabric bazaar, Isfahan

• Early 17th century: Growth of markets in Europe
  • 1606: New Exchange, London
  • 1608: Amsterdam Exchange
1620 - 1640 - 1660 - 1680 - 1700

- 17th century: Explosion of shops due to rise in credit
- 18th century: Rise of bourgeoisie
- 1637: Boston Town Hall and Marketplace
- 17th century: Exposition of shops due to rise in credit

Changes
1720: Antoine Watteau, L’Enseigne de Gersaint

1762: Foire St. Germain, Paris (established 1462)

1786: First arcade: Galeries de Bois, Paris

1791: Passage Feydeau, Paris

1799: Passage du Caire, Paris

1800: Passage des Panoramas, Paris

1808: Passage Delorme, Paris

1811: Passage Montesquieu, Paris

1793: First magasin de nouveauté, Paris
1907: Neiman Marcus, Dallas
1908: Selfridge's, London (Daniel Burnham)
1908–12: Whiteley's building, London (Belcher & Joass)
1911: Goldman & Salatsch, Vienna (Adolf Loos)
1909: 238 Woolworth's shops
1912–13: Woolworth's Building, New York
1915: Mitsukoshi Depato, Tokyo
1919: 1,081 Woolworth's shops
1920s: First outlet stores, New England
1922: First unified shopping mall: Country Club Plaza, Kansas City
1925: Sears, Roebuck, Chicago
1927: Hankyu Terminal Depato, Tokyo
1928: Adam Department Store Project, Berlin (Mies van der Rohe)
1928: Schocken Department Store, Stuttgart (Erich Mendelsohn)
1929: 766 Woolworth's shops in Britain alone
1930: Department stores branch out to suburbs
1941: 82 Woolworth's shops in Germany alone
1950: First open-air mall: Northgate, Seattle

"Before World War I the arcade died an almost official death; no building authority would permit it in its nineteenth-century form... no real estate authority could permit such an exploitation of land."
—Johann Friedrich Geist, Arcades.
1907: Friedrichstrassenpassage, Berlin
1909–11: Pariser Hof, Budapest
1912: Piccadilly Arcade, London
1914: Mädler Passage, Leipzig
1916: Peachtree Arcade, Atlanta
1925: Galleria Piazza Colonna, Rome

- **1930**: First supermarket: King Kullen, N.Y.
- **1930**: Self-service introduced, Los Angeles

"Before World War I the arcade died an almost official death; no building authority would permit it in its nineteenth-century form... no real estate authority could permit such an exploitation of land."

—Johann Friedrich Geist, Arcades.
Evolution of retail mechanisms

**Mannequin**
- 1323 B.C.E.: First known mannequin, made of wood, found in the tomb of King Tutankhamen

**Abacus**
- 2300–500 B.C.E.: Invention of abacus

**Printing**
- Second century: Printing developed in China

**Mirror**
- First century: Reflecting mirror large enough to reflect the whole body is produced

**Glass**
- 2500 B.C.E.: Glass thought to have originated in Mesopotamia
  - Flat glass known to have been used in Pompeii for windows

**Barter**
- 1200 B.C.E.: Cowrie shells used as money in China

**Money**
- 687 B.C.E.: Invention of coins in Lydia coincides with invention of retail shop
  - 600 B.C.E.: Round, metal coins invented in China
  - 330 B.C.E.: Leather money issued in China
  - 806–21: Paper money invented in China

**Roads**
- Roman road systems

**Pedestrian zones**
- 45 B.C.E.: Pedestrian zones officially legislated in Rome

**Lighting**
- 500–400 B.C.E.: Oil lamps
  - 400: Candles in general production

**Topiary**