

MallTopia: the Utopian Mall Experience.

MallTopia Membership

- ▶ MallTopia offers integrated Credit, Return and Exchange.
- ▶ Benefits and privileges.
- ▶ Discounts and value added services.

Going to MallTopia

- ▶ Easy Tram
- ▶ Pick-up service (car)
- ▶ Public Transit connections

Arriving at MallTopia

- ▶ Valet Service
- ▶ Car Servicing
- ▶ Coat Check
- ▶ Drycleaning

Entering MallTopia

- ▶ Temperate, fresh air with natural plant and water elements.
- ▶ MallTopia Locator / Tagger Device available or, add the application to your own device.

Being in MallTopia

- ▶ Visit from a virtual location.
- ▶ Take someone who isn't geographically present, with you.
- ▶ Tag items for friends and family
- ▶ Create ad-alert to advertise yourself to the items you want.

Becoming in MallTopia

- ▶ Compelling, tailored personal experience creation.

Departing MallTopia

- ▶ Collect surprise gift.
- ▶ Collect all items at point of departure or have them delivered.
- ▶ Enjoy complementary non-alcoholic beverage.
- ▶ Enjoy payment free MallTopia shopping with a monthly billing plan.

MallTopia Membership

Our household consists of my husband, our two children, Seth and Sabina and me. Sabina is eleven and Seth, is eight. All of us look forward to Saturday afternoons at MallTopia, we are members and go almost every week. We take the car because there are four of us and we usually pick up our friends, the Rogers who also have two children. The kids love getting together and it provides opportunity for us, adults to have a sublime moment of relaxation. Prior to MallTopia the shopping mall was a nightmare and 'relaxing' was the last form of description I'd have applied to it. MallTopia changes this by transforming 'hectic', 'busy' and 'exhausting' into calm, effective and pleasurable. Let me explain by taking you on one of our typical MallTopia excursions.

Going to MallTopia

We get the kids into the car, pick up the Rogers en-route, and arrive at MallTopia by 11 am. Sometimes Sabina and Sara, the Rogers oldest girl who is fourteen, just love to sleep in so they are able to meet up at the corner stop, just three blocks away catch the easy tram to MallTopia, usually arriving by three in afternoon. What's nice is the flexibility this affords us, and it eases scheduling arguments – which with early teens can be challenging.

Arriving at MallTopia

Once we get to MallTopia, everyone exits the car and I leave it in the capable hands of one of the charming valets. Before taking the car off our hands she offers us a MallTopia 'surprise' token. The token is kept with us all day so that by the end of the day it knows what gift or coupon will be most appreciated by us. The more we spend the more valuable the token becomes. Seth just loves dropping the token into the 'token sea' at the end of the day to see what we've caught.

Upon entering we check our coats into the MallTopia Wall. At this point we can also receive a coat cleaning but that's something I only do twice a year or when needed and today it's unnecessary. Today we arrived at the South entrance but regardless of which entrance we leave from, we can claim our coats and car there. This is so ultimately convenient because we plan our day moving from the South to North side and never have to double back.

Entering MallTopia

As soon as we are inside the spaciousness, natural vegetation and freshness greets us. The two girls usually take the boys and the four of them go to TeenTopia where there are all kinds of learning opportunities disguised as pure fun. As a parent it's so nice to feel my children are safe and MallTopia has managed to create a very secure environment for children. It does calm me that at any point throughout the day I can check the map feed on my phone to see exactly where they are. They also have a call button that reaches me instantly – fortunately we've only had to use that once when Seth broke his arm playing in 'geo-construction' space. If the girls have slept in and chosen not

to come with us, one of the MallTopia agents is more than happy to take the boys to TeenTopia for us.

Being in MallTopia

As four adults we are all on our own and feel like kids ourselves. I've preplanned some of the items I wanted to pick up and so the items let me know when I am near the store they are in. This makes forgetting anything something of the past. I also no longer worry about carrying anything around. Anything purchased is simply available for us at the end of the day.

Usually the four of us begin with brunch. There is small French bistro near the falling water pools. We walk down into the sunlit leafy grotto and are given a small table near the largest pool. A very faint and completely natural aroma of lavender delicately rises from the warm water. The children are able to eat in TeenTopia and have adopted rituals very similar to ours except they have long bench-like tables so they eat together with other kids their own age – it's so worry free. After catching up and having great discussion we decide what we want to do and whether we should split up or go together. Many surfaces in MallTopia can become looking glasses, it's an internet portal directly and conveniently focused on the mall so we can even shop and look as we sit. I just browsed the LuLu Lemon store to see if they had any of the small black Hatha yoga pants available yet but they are still out of the ones I want. I leave a tag indicating my 'alert identity' so that next time I'm here they can let me know if they are available.

We close the looking glass after deciding that Bretta (Rogers) and I are going to the Turkish Baths while our two wonderful husbands, David and Wallace, go do all the actual shopping and looking around. I mention to David that I've transferred three of my ad alerts to him so he can purchase the items for me. He sighs jokingly but happily agrees.

Becoming in MallTopia

The day the public bathhouse returned to us was a day of celebration for Bretta and I. It is an amazing experience. First we arrive, change out of our clothes and into a downy feeling robe. We walk into the central large steamy room and walk to the circles' perimeter to shower. As soon as we are ready we go to the center and one of the bathing women takes us to the washing tables. Each of us has our own bathing woman who takes care of us for the duration of your bathing experience. Today, Bretta and I decide to have the aromatic exfoliating treatment and later the full body mud mask. We spend the next two hours being scrubbed and buffed and massaged and left to recline for various amounts of time in the cool, warm and hot mineral pools. At the end our bathing we are wrapped in new robes and taken to a place where we received pedicures, facials and manicures.

Once we are finished we sit in the aromatherapy room and order a fresh squeezed juice from the pillowy soft moon-shaped seats. As we drink our juices we shop for the outfits we'd like to have. I am in a sexy casual mood and decide on a pair of loose fitting jeans and a long sleeved silk sweater with an open back. I also choose some sassy new spring shoes with a slight heel. Shortly our clothing has arrived and the woman who brings it shows us some other things she's decided to put together, thinking we might also like them. I like what she has brought and can't believe how gorgeous the simple brown dress she has brought looks. Bretta and I try on our new outfits. Mine looks fabulous but Bretta can't seem to find anything she likes, so decides to take her own clothes back. The woman packs up what we don't want and then takes my own clothes and the extra dress I decided to purchase so it will be waiting for us at the end of the day.

Bretta and I leave the inner-bathhouse and emerge out into the amphitheatre. The inner amphitheatre has decadent cushions and in fifteen minutes there is going to be a reading! The readings are amazing. Anyone can choose a book to read from and schedule a time slot. I've done this myself only twice but the best part is that after the reading you get to moderate questions, between yourself and members of the audience. This portion of the bathhouse is only for people who have bathed. There is an extended space that rejoins the public MallTopia space where we can meet up with the others if they don't also journey through the baths. Often the whole family takes advantage of the bathes and we all meet here at the end of the day.

After the reading, and its question and answer period, Bretta and I call up the looking glass on my phone. We can see that the boys are still hanging out and that the girls are now with them. I send them a message to come to the public side of the amphitheatre. Then we look up Dave and Wallace. It turns out Dave has tagged three items that he wants me to look at. The first is a book, it's "Ancient Evenings" by Norman Mailer and he's attached a comment that makes me smile while Bretta laughs because she can see what I'm thinking. Honestly David is so sweet. He's also got himself in a horrible sweater, I see front and side views but the colour is awful – I send a quick "not so sure about this one" message to the tag thread. The last item is a surprise but has the comment "dinner is taken care of". There are no messages from Wallace, disappointing but typical. Bretta doesn't even seem to mind, they don't have the same extraverted affection that David and I share. I send out a location alert to David that's a cool blue, meaning "no rush but getting ready". A copy of it goes the MallTopia staff who ensure the car, our purchases, and our coats are ready (they can see we are nearest the North exit).

Bretta and I walk to the outer-amphitheatre area to wait for the others. The kids are first to arrive and abound with stories of their adventures in TeenTopia. Seth is dying to take the token to the token see so we give it to him and he

runs off with the others in tow. David and Wallace show up and have had what they call their own misadventures. Shortly after the children return we find out we have all got free popcorn and soft-drinks at any of the city's cinemas from our surprise token. This must be because of Dave and Wallace's lingering over current movie posters. They later admit they are both dying to see the new Almodovar film so we decide to take let the kids have a sleep over at our house so that we can go out later to a nine-thirty film at theatre around the corner from our house.

Departing MallTopia

With everyone rounded up we head to the North door. As we collect our coats the kids ask if they can have one of the complementary drinks offered and we agree. The valet has the car ready at the front door and its loaded with our parcels. The gas has been topped up and the car has been cleaned and everyone is feeling great. Because we are MallTopia members we don't actually have to pay for anything and MallTopia simply sends us our monthly family statement.

MallTopia is our freedom. It's created a family day we all enjoy and its allowed us to manage the small annoying tasks that built up during the week in one easy fell swoop. This is MallTopia, a community, a convenience and a place we can also come to anytime (virtually), without even having to be here, but then coming here is the joy of it.