

A CERTAIN KIND OF
LIGHT

TEXT & IMAGES: NICHOLAS CARROLL

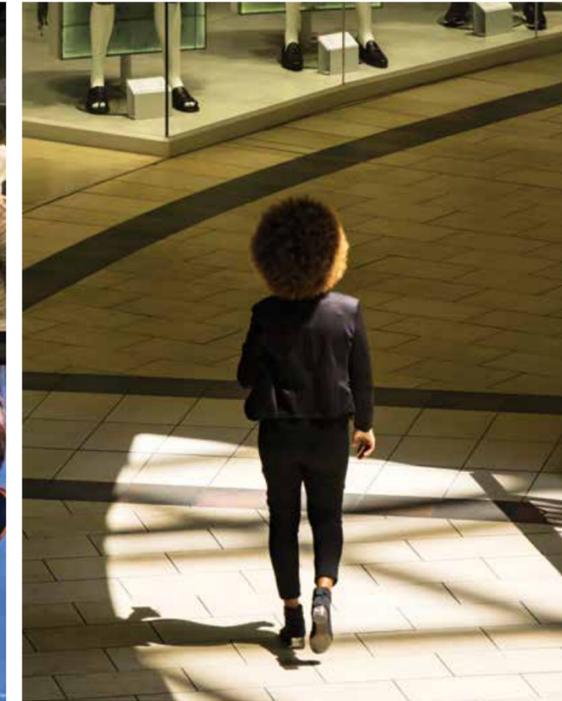
Millions of people gravitate to almost 2000 malls in South Africa every day. Endeavouring to cater to every need, safety and entertainment are top priorities.



Gateway Theatre of Shopping is unique. With no shortage of entertainment and having 'everything under one roof', it's the quantity and quality of its light that appear to draw the crowds.

Built over three trading floors which run along the inside walls of the structure, the central area is a vault of natural light descending from the roof in the form of wide shafts, unhindered all the way down to the ground floor. Morning light pours in from one side and afternoon light from the other.

A slight curve at both ends conceals the far extremes of each floor, but there are still uninterrupted views of hundreds of feet of iconic interior scenery. Light, from high up oversized windows, reflects in a thousand pairs of sunglasses. As nature is the 'studio' to the landscape photographer, Gateway Theatre of shopping is the runway to those that feel good, looking good, and there is enough space for everyone and certainly, enough walkways - up and down, left and right.



FOR A DISCERNIBLE CHANGE IN PERSPECTIVE, TAKE THE ESCALATORS TO THE TOP FLOOR AND GAZE DOWN UPON THE MINIATURE PEOPLE MOVING SILENTLY BELOW.

The height advantage makes people viewing - mesmerizing. It's from this viewpoint that the true nature of Gateway is revealed. No one rushes through Gateway, some spending hours browsing from store to store, pooling at the kiosks along the ground floor. Children are acutely aware of the light, dancing humorously in the bright beams for no one in particular.



On the ground floor, midway down the concourse, is a fountain surrounded by benches and overseen by a domed skylight 52 feet above. The fountain releases a powerful jet of water every 2 minutes and 17 seconds, sending it towards the skylight directly above. Those seated nearby crane their necks, following the spout to its still point, where it tumbles back down like a rock climber losing his grip. The spray dissipating into a fine cool mist, settling momentarily on everyone nearby. It's addictive as in, "I'll just watch one more jet then move on". The draw is most likely due to the negative ions (the good ones) released during the fall of water, dropping everyone's cortisol levels momentarily, creating an instant, positive mood shift. Isn't it funny how we, as humans, naturally seek those negative ions?

What we wear communicates volumes to others and influences our thinking and actions. Beautifully dressed people roam the floors, flowing, colourful dresses and hats enriched by sunlight. Men in shiny shoes and elegant jackets, stride confidently in their element.



DOES GATEWAY SOMEHOW RAISE OUR SELF-VIEWS, OR IS IT COINCIDENTALLY SITUATED IN A CATCHMENT AREA OF KZN'S MOST PROUD?



TRADE MARKS
PATENTS
DESIGNS
COPYRIGHT
LICENSING
DISTRIBUTION AGREEMENTS
FRANCHISING
LITIGATION

WHICHEVER WAY
YOU PACKAGE IT...

THERE'S IP THAT NEEDS
SAFEGUARDING

Your world-class product, whatever the shape or size, deserves a world-class intellectual property strategy. For all your intellectual property requirements in protecting and monetising your ideas, brands and designs, speak to the largest and most experienced IP law firm on the African continent.

Speak to our Adams & Adams Durban office today.



TRADE MARKS & COPYRIGHT
Contact **Nishi Chetty**
E-mail: nishi.chetty@adams.africa
Tel: 031 563 3740



PATENTS & DESIGNS
Contact **Vishen Pillay**
E-mail: vishen.pillay@adams.africa
Tel: 031 563 3740



Adams & Adams

ATTORNEYS
Patent | Trade Mark | Copyright | Design | Commercial | Property | Litigation
www.adams.africa