So Much Dead Space: Creating Store Windows Alive with Promise
I am a nerdy American researcher. No one has ever thought of me as fashionable. _____
I do know about is shops and shopping. I've always been good at watching _____ .
Because I grew up with a terrible stutter and was not comfortable talking, I learned _____
observe as a way of understanding social rules. I've turned this coping mechanism _____
a profession. What I have done for the past twenty-five years is research _____
behavior: I simply walk around malls and shopping streets and figure out what _____
people to buy things. What makes someone stop and look at a store window? _____
makes someone go into a store? What makes someone buy _____ ?

As I stroll around, I look closely at store windows, since they are an essential part _____
the shopping experience. In his delightful book *Made in America*, Bill Bryson _____
about the history of stores and shopping in America. He describes the big _____
windows that were an important feature of most retail stores in the past century. When_____
look out my office window in New York City, I see many of those windows. They _____
the same today as they were some 120 years _____ .

A century ago, people took the time to stop and look into store windows. I imagine _____
walking along slowly, stopping at a tall window, and peering through the glass to see _____
latest fashions and newest products. Today, strolling, window-shopping pedestrians _____
an old-fashioned concept. Most people look straight ahead and walk with a _____ ,
determined gait. Everyone seems to be in a hurry. They walk a lot faster now than _____
did in the old _____ .

Throughout modern times, different factors have changed the way pedestrians walk _____
busy urban areas. One of the most significant of these factors is traffic lights. William
H. Whyte, the American author and urbanist, wrote about the pattern and movement _____
pedestrians on the sidewalk. He observed that because traffic lights are timed for _____
speed of cars, people pile up on street corners as they wait for the light to _____ .
When the light changes, that "pile" of people will cross and stay crowded together _____
they continue down the street. Behind them, there will be a "gap" of fewer people, _____
then another crowd will form when the traffic light changes again. This creates a _____
of crowds and gaps on urban shopping _____ .

So Much Dead Space: Creating Store Windows Alive with Promise

I am a nerdy American researcher. No one has ever thought of me as fashionable. What I do know about is shops and shopping. I've always been good at watching people. Because I grew up with a terrible stutter and was not comfortable talking, I learned to observe as a way of understanding social rules. I've turned this coping mechanism into a profession. What I have done for the past twenty-five years is research shopping behavior: I simply walk around malls and shopping streets and figure out what motivates people to buy things. What makes someone stop and look at a store window? What makes someone go into a store? What makes someone buy something?

As I stroll around, I look closely at store windows, since they are an essential part of the shopping experience. In his delightful book *Made in America*, Bill Bryson writes about the history of stores and shopping in America. He describes the big store windows that were an important feature of most retail stores in the past century. When I look out my office window in New York City, I see many of those windows. They remain the same today as they were some 120 years ago.

A century ago, people took the time to stop and look into store windows. I imagine them walking along slowly, stopping at a tall window, and peering through the glass to see the latest fashions and newest products. Today, strolling, window-shopping pedestrians are an old-fashioned concept. Most people look straight ahead and walk with a quick, determined gait. Everyone seems to be in a hurry. They walk a lot faster now than they did in the old days.

Throughout modern times, different factors have changed the way pedestrians walk in busy urban areas. One of the most significant of these factors is traffic lights. William H. Whyte, the American author and urbanist, wrote about the pattern and movement of pedestrians on the sidewalk. He observed that because traffic lights are timed for the speed of cars, people pile up on street corners as they wait for the light to change. When the light changes, that "pile" of people will cross and stay crowded together as they continue down the street. Behind them, there will be a "gap" of fewer people, but then another crowd will form when the traffic light changes again. This creates a pattern of crowds and gaps on urban shopping streets.

Faulty printer

Outline: Students write down missing words / phrases

Time: 5-10 minutes

Focus: Sentence analysis + predicting

Preparation

Tell students a story about how the printer malfunctioned and you ended up with multiple copies of text with the final 2cm of text missing in each line (to the left or right of the text). Students work together to predict / guess what the missing words are.

Variation: Give students a strip of paper each (2cm wide, 20 cm long?). They put it on their partner's text (vertically). Partner has to figure out what's under the paper.