Mall as usual contain retails that already had clearance between seller and buyer, especially for the price. The problem here is how to presented a mall with traditional trading concept such as bargaining between seller and buyer. But the challenge is even if with bargaining concept between seller and buyer, but the mall must be the place that comfortable for shopping and it has a good image. And then the other problem is how to disappear the gap between the poor and the rich. So this mall could be enjoyed by all people. And that’s it why I design the Mojokerto Shopping Center.