



DEAD



**DEAD
MALLS OF AMERICA**

DEAD MALLS OF AMERICA

A PROJECT BY ALEXA REYES

INSPIRED BY DAN BELL

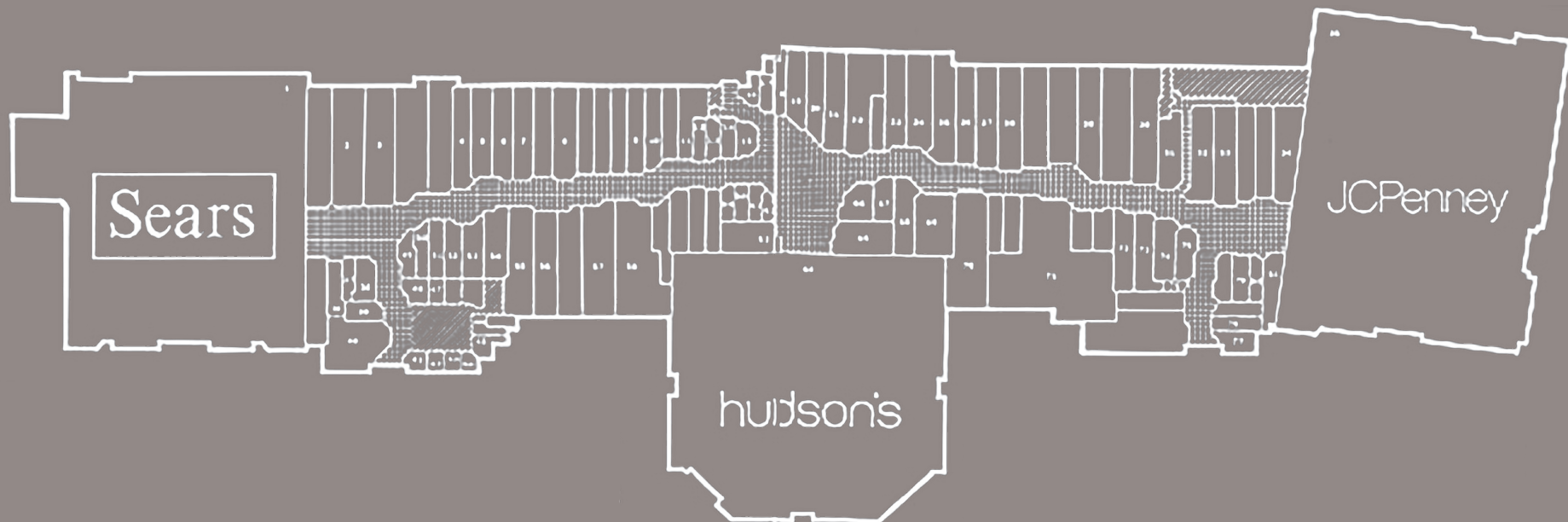
PHOTOGRAPHY BY DAN BELL AND SEPH LAWLESS

Dan Bell is an American filmmaker and producer known for his work documenting urban decay. He began the "DEAD MALL SERIES" in 2015 on YouTube out of his fascination in retail death following the 2008 financial crisis.

In his newest show, "ANOTHER DIRTY ROOM," Bell and his friends investigate poorly rated and evidently disgusting motel rooms across the country. He has also released several videos following a recent unsolved murder case that has run cold surrounding Baltimore's infamous Leakin Park.



Special thanks to Dan Bell



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Landmark Mall
Alexandria, Virginia



Rolling Acres Mall
Akron, Ohio



Regency Square Mall
Jacksonville, Florida



Owings Mills Mall
Baltimore, Maryland



Fairgrounds Square Mall
Reading, Pennsylvania



Security Square Mall
Baltimore, Maryland



Middletown Mall
Fairmont, West Virginia



East Brunswick Square Mall
East Brunswick, New Jersey



Middletown Mall
Fairmont, West Virginia



The Gallery at East Market
Philadelphia, Pennsylvania



Hampton Square Mall
Essexville, Michigan



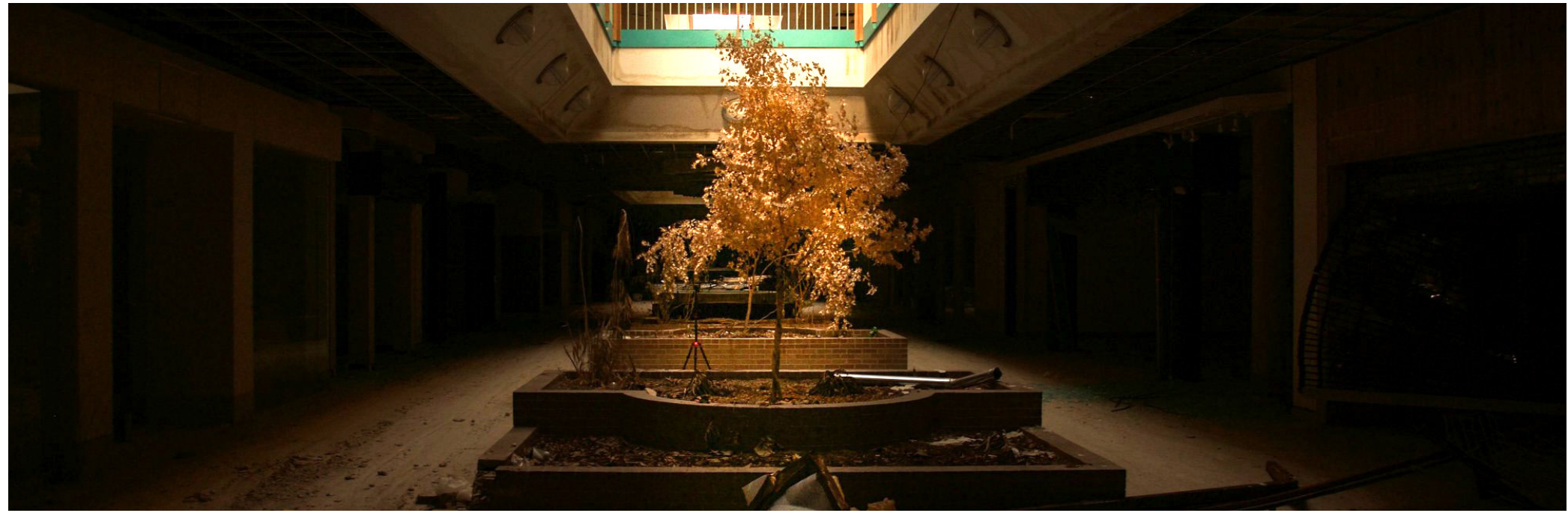
Pittsburgh Mills Mall
Pittsburgh, Pennsylvania



Lincoln Mall
Chicago, Illinois



Oak Hollow Mall
High Point, North Carolina



Metro North Mall
Kansas City, Missouri



Coventry Mall
Pottstown, Pennsylvania



Forest Fair Village Mall
Cincinnati, Ohio



Landmark Mall
Alexandria, Virginia



Dort Mall
Flint, Michigan



Old Town Mall
Baltimore, Maryland



Frederick Town Mall
Frederick, Maryland



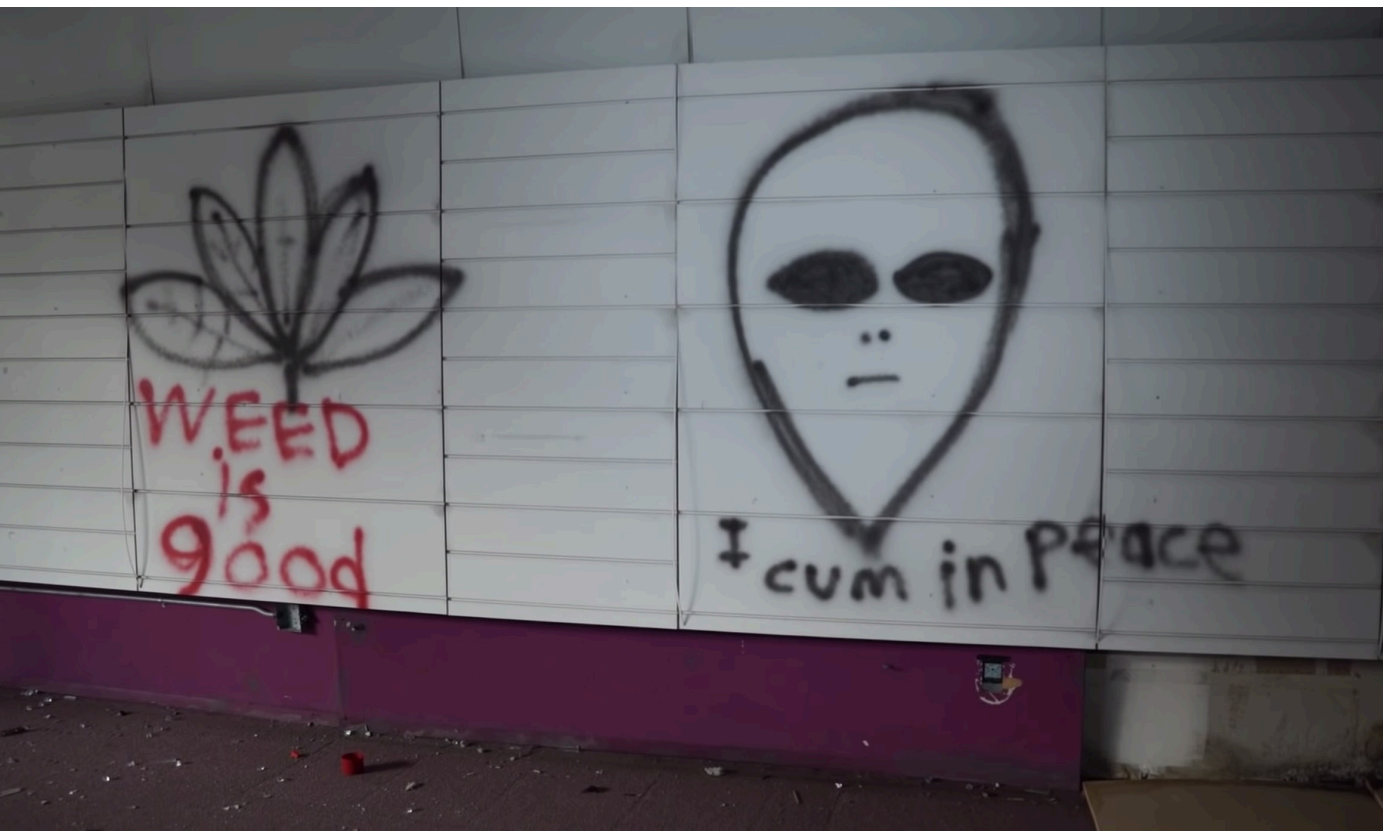
East Brunswick Square Mall
East Brunswick, New Jersey



Frederick Towne Mall
Frederick, Maryland



Security Square Mall
Baltimore, Maryland





Rolling Acres Mall
Akron, Ohio



Frederick Towne Mall
Frederick, Maryland



Rolling Acres Mall
Akron, Ohio



Hampton Square Mall
Essexville, Michigan



Dort Mall
Flint, Michigan



Security Square Mall
Baltimore, Maryland



Owings Mills Mall
Baltimore, Maryland



Pittsburgh Mills Malls
Pittsburgh, Pennsylvania



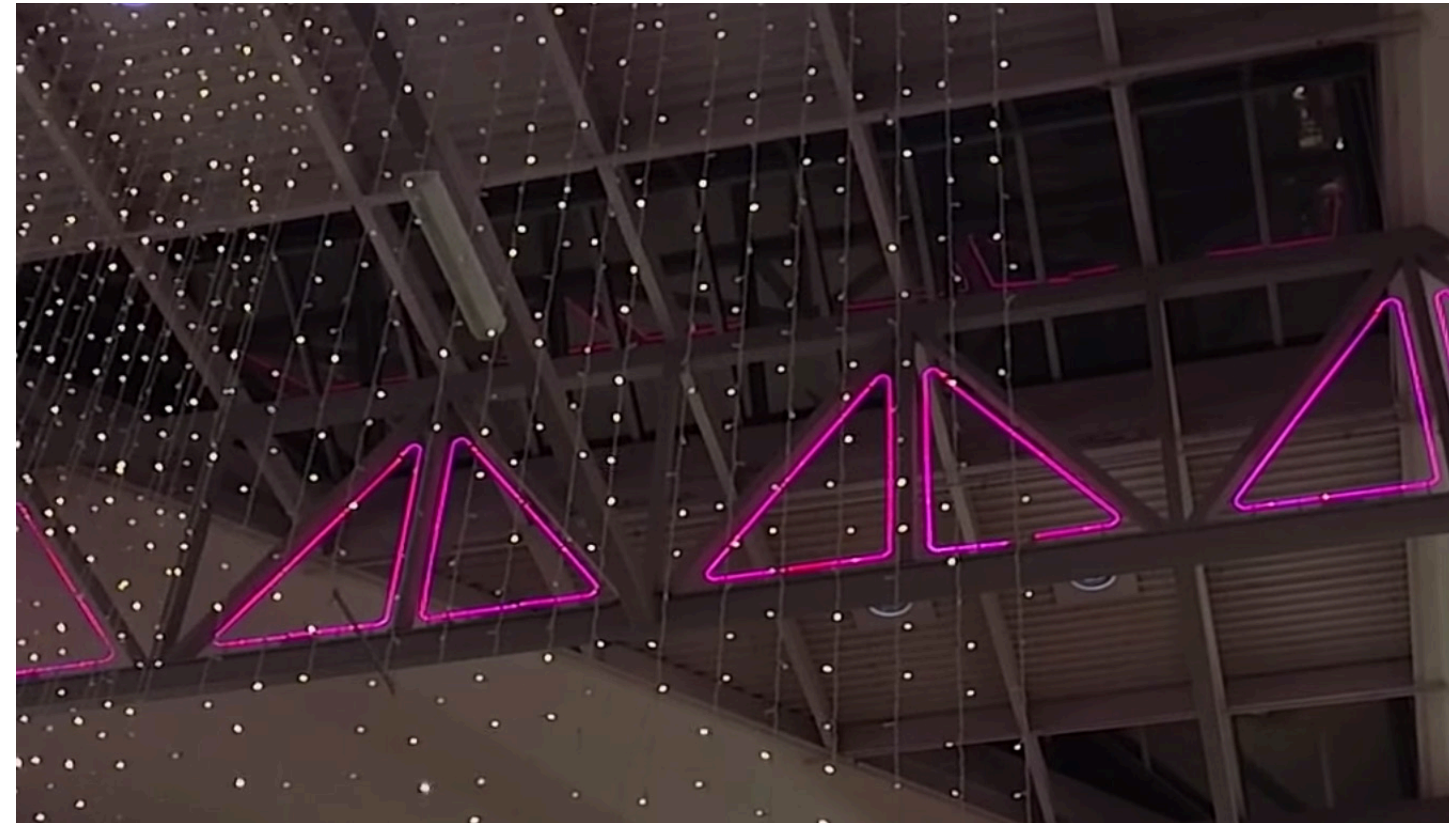
Frederick Towne Mall
Frederick, Maryland



Rolling Acres Mall
Akron, Ohio



Regency Square Mall
Jacksonville, Florida



Marley Station Mall
Glen Burnie, Maryland

Old Town Mall
Baltimore, Maryland







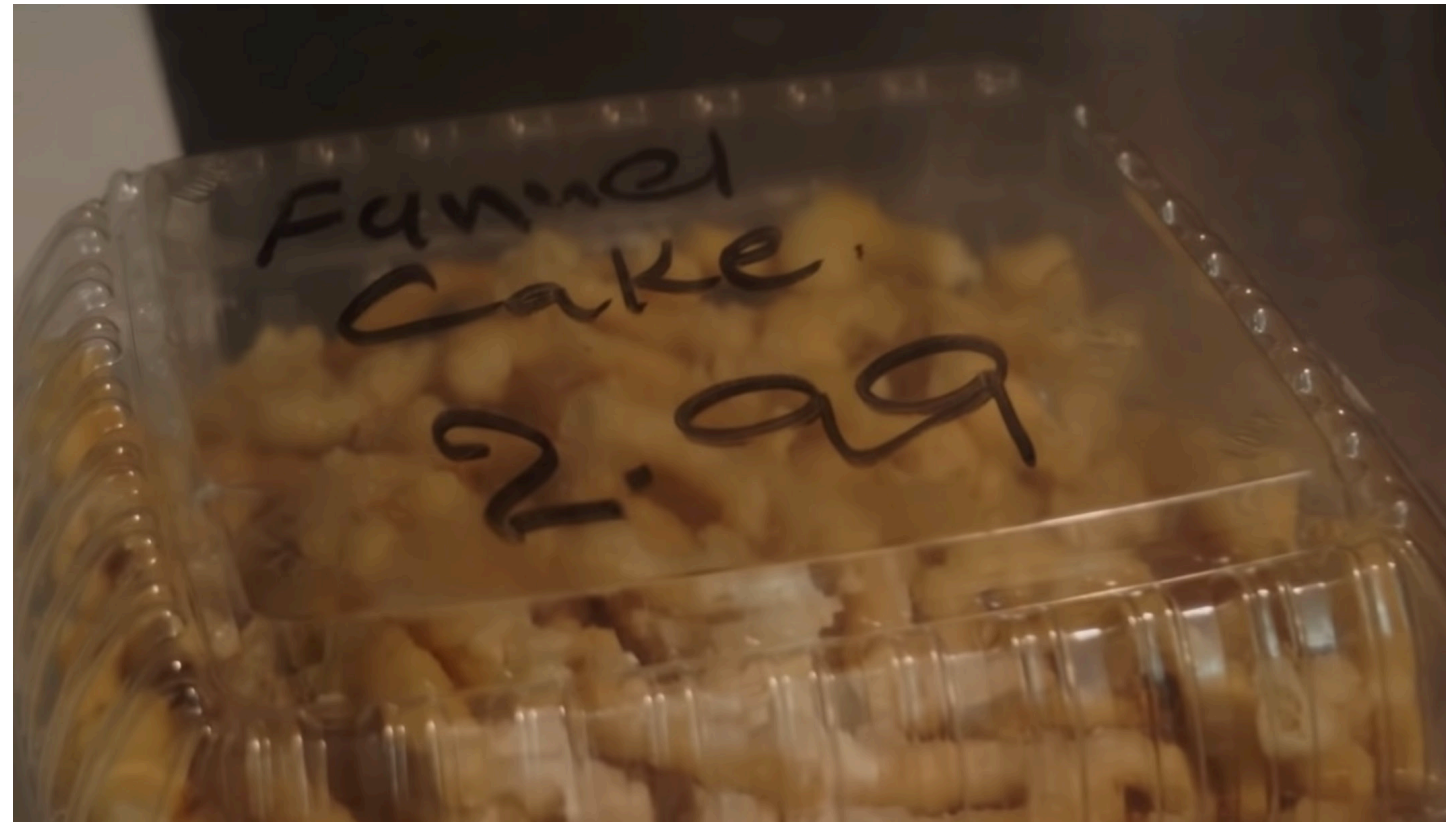
Frederick Towne Mall
Frederick, Maryland



Mountaineer Mall
Mograntown, West Virginia



Forest Fair Village Mall
Cincinnati, Ohio



Owings Mills Mall
Baltimore, Maryland



Rolling Acres Mall
Akron, Ohio

Why malls?

I always looked forward to going to the mall when I was younger. Perhaps that was just because I wanted to go somewhere on the weekends and occupy myself instead of staying at home all day and relaxing like any other person under the age of 18 years old. It was a fun place to be, comparatively.

I stopped regularly going to the mall in my mid-teenage years and never desired to go back often until I realized I wanted to get a job. Sophomore year of college, I saw a handful of openings for sales associate positions at my local, rinky-dinky mall that I never really visited anymore because my family opted for the nicer, bigger, cleaner malls that were only 20 minute drives away.

I got a job at Charlotte Russe. It was often boring, but easy. I made friends and enjoyed what I did — until it was cut short due to the company filing for bankruptcy six months into my time there. The last few weeks were the

most fun time I ever had working, and simultaneously the most miserable.

I saw the building I had known since I was three years old deteriorating — purging its guts at an exponentially fast rate. I saw the reality of how of capitalism created the spaces I once enjoyed so much come to tear it away from me.

I didn't actively search for another job for a few months, until I realized I was in dire need of money again — so I applied to Target. Department retail was a whole different monster to slay at the end of the day, and I only lasted about two months before deciding I wanted to go back to the mall environment, and like a sign from God, the night I decided I was going to put my two weeks in, my manager from Charlotte had reached out and offered me a position at the chain boutique she was now a manager at; I took it and ran.

The mall has always fascinated me and ultimately plays a large part of life. At the time of the creation of this book, I am still working in that boutique and I can see the same fate coming for this mall as well. Chain stores are moving out, mom-and-pop's are filling the blanks, and the crowds are thinning quickly. We only see a dozen people come in to our store on a good day.

As someone who sees how terrible consumerism can be, I see how there is a such a strong but strange kind of beauty in the decay of the mall. To see it happen right before your eyes and even be a part of it is leaves a bittersweet taste that I'd like to remember, but I hope I don't have to hold another retail funeral.

A dead mall, or ghost mall, or simply abandoned mall is a shopping mall with a high vacancy rate or a low consumer traffic level, or that is dated or deteriorating in some manner.

Many malls in North America are considered "dead" (for the purposes of leasing) when they have no surviving anchor store (often a large department store) or successor that could serve as an entry into or attraction to the mall.

Without the pedestrian traffic that department stores previously generated, sales volumes decline for almost all stores and rental revenues from those stores can no longer sustain the costly maintenance of the malls. Without good pedestrian access, smaller stores inside malls are difficult to reach.