# EPHEMERITY IN PUBLIC ARCHITECTURE AND INTERIORS: THE RETAIL DESIGN IN THE REPUBLIC OF NORTH MACEDONIA

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## ABSTRACT

The Republic of North Macedonia during this last half of a century has undergone major internal and external influences that have affected architecture and design. When it comes to public interiors, in addition to architecture, it keeps pace with the times and is constantly changing. Changes in retail design occur in the architectural basis, in the way of functioning, interior design, type of furniture including materialization, form, location and appearance. Shops have also changed the external appearance of the facade, shop window and type. The changes are a consequence of major economic, political and sociological changes in the country. However, in recent decades, globalism and world trends have had a greater impact. After the terrible earthquake in Skopje and the reconstruction of the city, the transition to capitalism is even more emphasized and applied. There is also a stronger exchange of trade with Europe, which results in new influences in the architecture and retail design (design for commercial premises). Consequently, the direction of changes in architecture and interior design is oriented from the 2WW style through modernism until today's contemporary retail design style. This research will use the method of triangulation - qualitative method, field research, measurement and drawing, the method of comparison and the method of simulation. Through comparative and qualitative tables, it will be concluded that there are changes in the atmosphere of shops in the Republic of North Macedonia, which indicate rapid transitions from one type to another - this gives us a direction towards defining retail interiors in the RNM as ephemeral - often changing, short-lived and transient.

**Keywords:** public architecture, public interior, retail design, ephemeral architecture.