In this chapter, information was gathered from relevant local and international precedent studies. Specific research was done on the way markets function in terms of circulation and its spatial relationships.
Food Lover’s Market
Woodlands Boulevard, Tshwane, South Africa

Since November 2011
Food emporium
Size 4 000 m²
Operating times: 08:00/09:00 – 18:00/19:00 daily
by LPArchitects
Owned by Sandro Gastaldi

The new Food Lovers’ Market in the East of Pretoria attracts thousands of customers daily. The main focus of this fresh food store is fresh produce, fruits and vegetables, but it also boasts a wide variety of departments that cater for every taste and need. These departments includes a fishmonger, a large gourmet butchery with expert blockmen who cut and prepare meat according to customer specifications, a biltong island, a bakery and confectionary, a chocolatier and an international deli and cheese section. More than just a fresh produce supermarket, Woodlands Food Lover’s Market offers ready-made meals to take home.

The shop has a 5 m high open ceiling, with exposed steel trusses and ducting, which gives an open and spacious feel. These high open spaces turn into more intimate areas, where bulkheads are suspended over the pause areas, for example the sushi bar, butchery etc. The shop is designed in such a way that the layout promotes easy flow throughout.
Growing urban ecosystems: a food market in Menlyn.

>>40: Collage of images taken in Food Lover’s Market, Woodlands Boulevard.

>>41: Diagrammatical proportions.

>>42: Floor plan layout.
Since 1992
Farmers Market
Operating times: Saturdays 05:00 – 10:00
Area: +- 10 000 m²
Administered by: ‘Transvaal Landbou Unie van Suid Afrika’

The smell of fresh coffee awaits you when entering the premises for a very early Saturday morning outing. Friendly farmers greet you – the social interaction starts and only ends when getting back into your car. This is an event where anyone is welcome and it attracts people of all groups. People come from far to take part in this, whether it is to buy weekly groceries, a puppy or to interact socially. At the Boeremark, the farmer, baker, butcher and craftsman interact personally with every client, selling his/her product. The social interaction forms bonds and creates a sense of community.

The Boeremark is an informal market and takes place under the poplar trees. Each stall owner needs to put up his own stall, on a spot hired for about R100. The stalls are manned from 05:45 until 10:00. A natural flow through the market is guided by the way the stalls are arranged, to avoid an accumulation of people. The trees create intimate spaces where food and music are enjoyed. A wide variety of products are available here, from flowers and plants to breads and cheeses, to puppies and dog food. The market is held on the Pioneer Museum grounds, that serve as a picnic area during the week.
Growing urban ecosystems: a food market in Menlyn

>>45: Diagrammatical proportions.

>>46: Collage of images taken at the Boeremark.
Tshwane Fresh Produce Market
DF Malan Drive, Pretoria West, Tshwane, South Africa

Since 1918
Fresh produce market
Operating times: 04:00 – 13:00 daily
Area: Market premises: 32.8 hectares
Market halls: 58 950 m²
Administered by: Tshwane Municipality

The vision Tshwane Fresh Produce Market (TFPM) has is to be a world leader in the marketing, supply and distribution of fresh produce. TFPM provides a platform for farmers to sell their produce, through market agents. The Tshwane Market has a national and international client-base. On the procurement side produce is obtained from producers country-wide and on the supply side the market is supported by buyers from all walks of life in South Africa and neighbouring countries. Prices are formed on the basis of supply and demand and set the trend for prices nationally.

The market terrain is neat, clean and well kept. The TFPM sells produce out of two main halls, one mainly for fruit, the other for vegetables. Produce gets delivered to these halls from the farmers, and redistributed throughout the halls, whereafter retailers and the public can buy produce. The TFPM has a daily turnover of R7 million to R10 million. TFPM is a cashless market which provides for a safe environment. A produce smartcard are used throughout the market, to simplify transactions.

Apart from the market, TFPM consist on site of

- fresh produce wholesalers;
- packaging wholesalers;
- processing businesses;
- the Housewives’ Market;
- an egg depot;
- a soft drink wholesaler;
- a meat retailer;
- flower wholesalers;
- restaurants; and
- a bank/autobank.

Initiatives:
Spoilt produce are processed to compost and worked into Tshwane’s municipal gardens.
An educational facility provides for the upliftment of street vendors, small enterprise owners and entrepreneurs by providing training in the following aspects:
- informal trade
- entrepreneurial skills
- products and organic food production
- financial management
- safety, hygiene and store management

(Wannenburg, 2011)
Growing urban ecosystems: a food market in Menlyn

>>48: Footprint of market building in context

>>49: Diagrammatical proportions.

>>50: Aerial view.

>>51: Images taken at Tshwane Fresh Produce Market.
Hazel Food Market
Greenlyn Village Centre, Menlopark, Tshwane, South Africa

Since 2009
Gourmet market
Operating times: Saturdays 07:00 – 12:00
Area: 2 000 m²
Administered by: Retha van der Hoven

This informal market provides for large amounts of excitement under its users. It is an open air market; each seller is responsible for his own stall setup. This market hosts almost 60 stalls every Saturday. It is imperative for the producer to be present at the market and be the one selling the goods as this enhances the atmosphere and social interaction of the authentic food market. A weekly amount of R200 is charged per stall. (Van der Hoven, 2010.)

The Hazel Food Market’s producers bring a variety of tastes and flavours to Pretoria’s Old East every Saturday morning. Stalls range from fresh flowers and vegetables to meat, cheese, freshly baked breads, herbs, Indian cuisine, Italian food, biltong, all types of freshly baked delicacies and coffee. Stalls are placed in such a way that movement through them are easy and results in good flow patterns. The stalls are placed on the edges of the market site, with a rest area in the middle under the trees, where people sit together at big tables, enjoying their food. Social interaction in this area creates new communities. Jumping castles and fun activities are provided for children.
Growing urban ecosystems: a food market in Menlyn.

>>54: Movement around produce display.

>>55: Collage of images taken at Hazel Food Market.
Market Hall
Laurens Quarter, Rotterdam, Netherlands

Will be opened in 2014
Food market
Area: 1,800 m²
By: MVRDV Architects
Administered by: Provast

Different to the very original 'Hollandse markt' we are used to, MVRDV Architects came up with a very modern market design for the newly proposed Market Hall. In Netherland, the market plays an important role in the daily lives of inhabitants. These markets become more than only the retailing of fresh produce, but rather an event in itself.

This design provides for a covered market place, with mainly permanent produce stalls. This arched building will function most importantly as an apartment building, with the market area on ground level. The arch will be open on two ends of the building, covered with a very light glass structure. Large amounts of natural light should still enter the market, which will give it the original 'markt' feel. During the day, the hall serves as a market, but by night the area becomes the living space of the apartment inhabitants. A number of restaurants are situated on the first floor that will keep this area vibrant and alive, until late. The development provides about 1,800 m² for market stalls, 3,000 m² for retail space and 1,600 m² as catering areas. (MVRDV: 2008)

The project will only be completed in 2014.
Growing urban ecosystems: a food market in Menlyn.

>>58: Floor plan layout.

>>59: Movement around produce display.

>>60: Artists impression.

>>61: Section.

>>62: Daily market activities.
Santa Caterina Market
Barcelona, Spain, Europe

Since 1844, new structure 2003
Everyday food market
Area: 5 000 m²
By: Enric Miralles & Benedetta Tagliabue EMBT
Administered by: Mercats de Barcelona

The Santa Caterina Market was designed by Josep Mas Villa in 1844. The market building became run down and underutilised. EMBT studio had a new concept for the market building: incorporating the complexity of the context, the initial market, new social housing public spaces and parking. The vision was that this would regenerate the neighbourhood. The historical significance was important, while a new character was needed. The new intervention had to consider the important artery, Francesc Cambo Street, and the public interface.

A new theatrical roof is covered by a colourful display of 325 000 ceramic tiles, that rests on a steel and timber frame. Long column spans allow for changing stall configurations. The market provides for about 100 stalls and 250 car parks. Below ground is an organic waste depository that supplies compost to the surrounding neighbourhood and municipal gardens.

This market is a catalyst for this area and a signal for the freshness and vitality that is housed under the colourful roof. A place is created where visitors are encouraged to love and nurture a way of life, as well as good, healthy food. (Glancey: 2005)
Growing urban ecosystems: a food market in Menlyn

>>65: Unique roof covering.

>>66: Aerial view.

>>67: Street view.

>>68: Diagrammatical proportions.

>>69: Architects drawings.

>>70: Floor plan.
LOCAL MARKETS

Food Lover’s Market

Boeremark

Tshwane Fresh Produce Market

Hazel Food Market

OVERHEAD STRUCTURE

4000m²

10 000m²

58 950m²

2000m²

AREA

FLOW THROUGH STALLS
Comparison of precedent studios with market intervention