



## Food Lover's Market

Woodlands Boulevard, Pretoria, South Africa

## Boeremark

Silverton, Tshwane, South Africa

## Tshwane Fresh Produce Market

DF Malan Drive, Pretoria West, Tshwane, South Africa

## Hazel Food Market

Greenlyn Village Centre, Menlopark, Tshwane, South Africa

## Market Hall

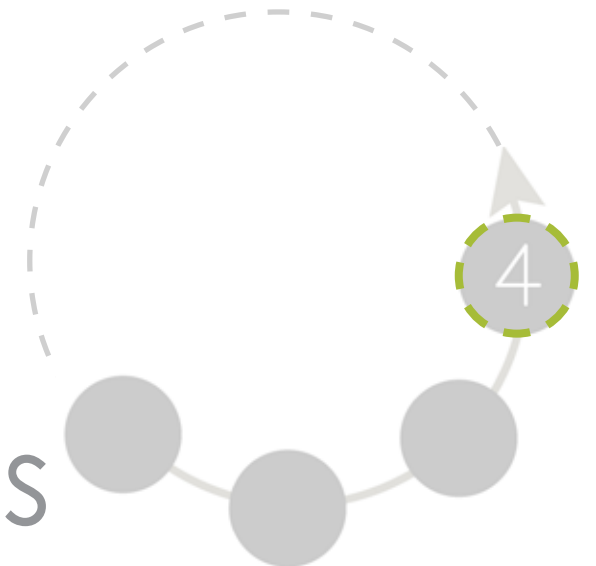
Laurens Quarter, Rotterdam, Netherlands

## Santa Caterina Market

Barcelona, Spain, Europe

*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.*

# Precedent Studies



# Food Lover's Market

Woodlands Boulevard, Tshwane, South Africa

Since November 2011

Food emporium

Size 4 000 m<sup>2</sup>

Operating times: 08:00/09:00 – 18:00/19:00 daily

by LPArchitects

Owned by Sandro Gastaldi

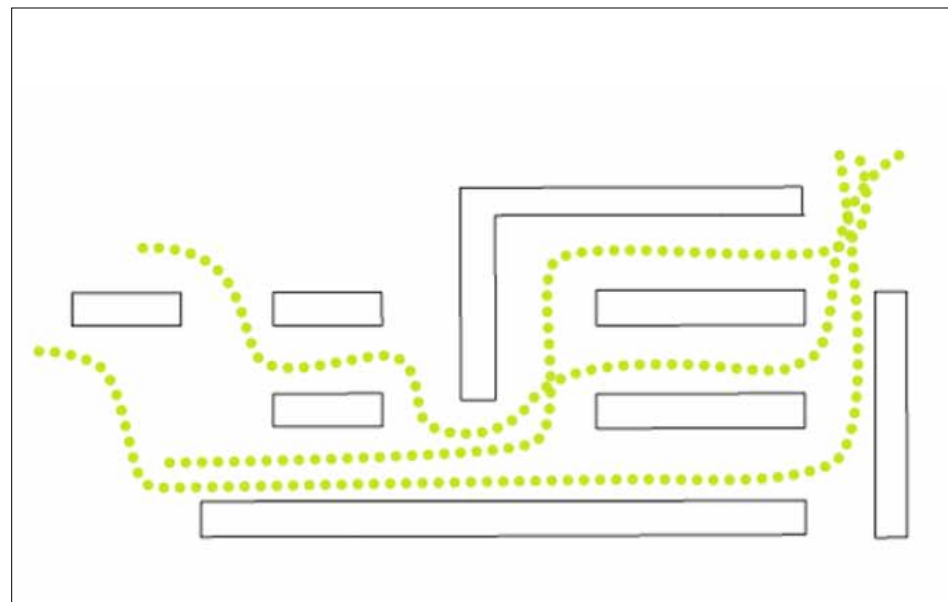


The new Food Lovers' Market in the East of Pretoria attracts thousands of customers daily. The main focus of this fresh food store is fresh produce, fruits and vegetables, but it also boasts a wide variety of departments that cater for every taste and need. These departments includes a fishmonger, a 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.



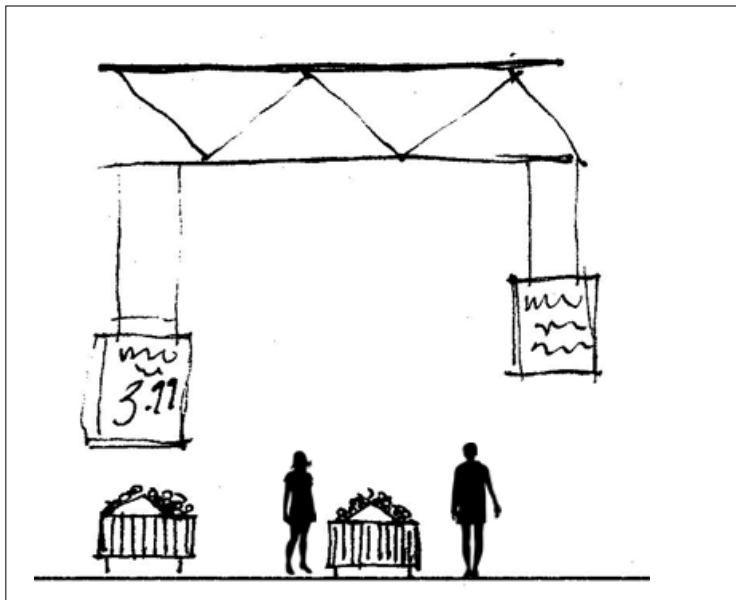
>>38: Footprint of market building in context



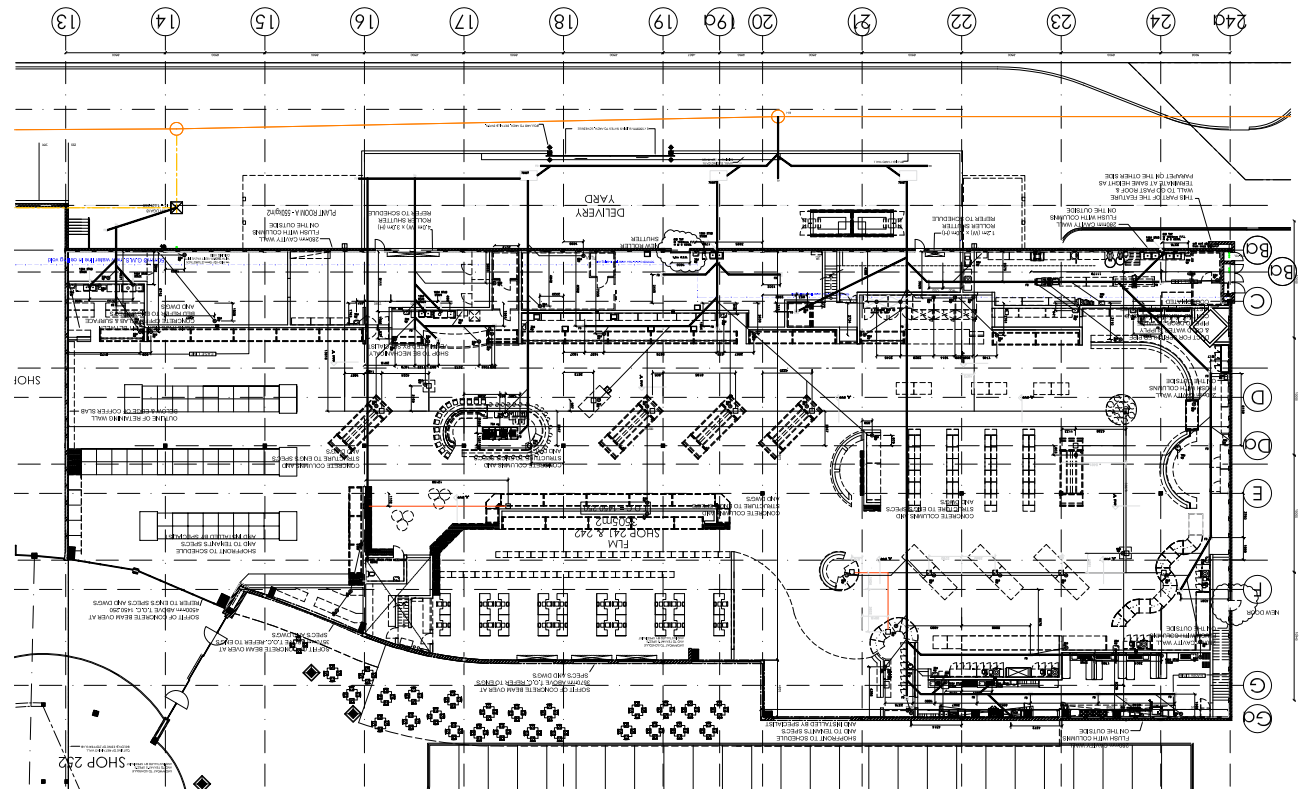
>>39: Movement around produce display.



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



>>41: Diagrammatical proportions.



>>42: Floor plan layout

# Boeremark

Silverton, Tshwane, South Africa

Since 1992

Farmers Market

Operating times: Saturdays 05:00 – 10:00

Area: +- 10 000 m<sup>2</sup>

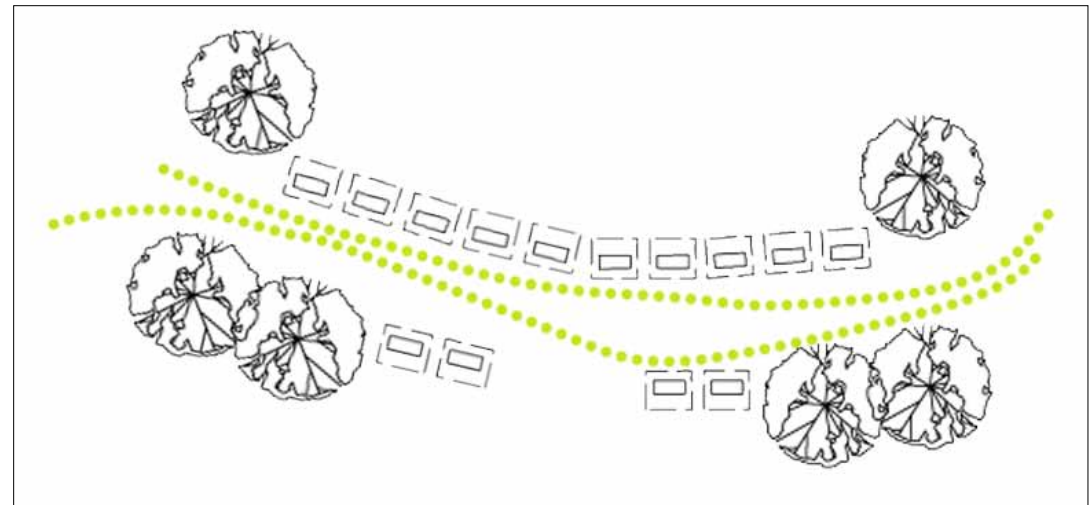
Administered by: 'Transvaal Landbou Unie van Suid Afrika'

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.

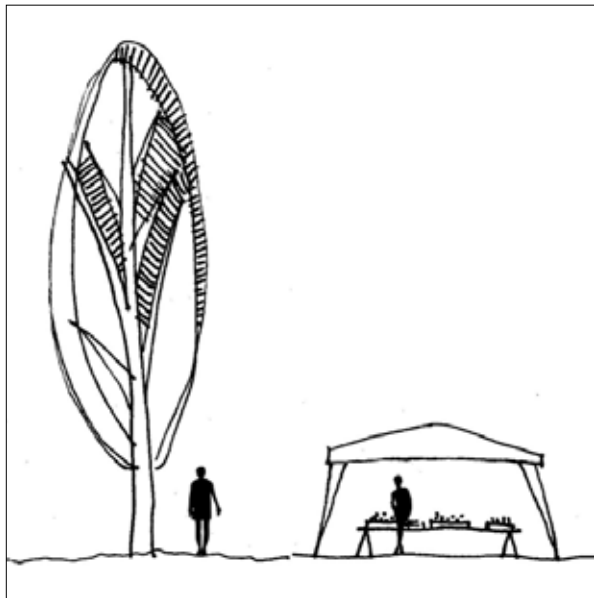
The Boeremark is an informal market and takes place under the poplar trees. Each stall owner needs to put up his own stall, on a spot hired for about R100. The stalls are manned from 05:45 until 10:00. A natural flow through the market is guided by the way the stalls are arranged, to avoid an accumulation 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.



>>43: Footprint of market in context.



>>44: Movement around produce display.



>>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 m<sup>2</sup>

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.

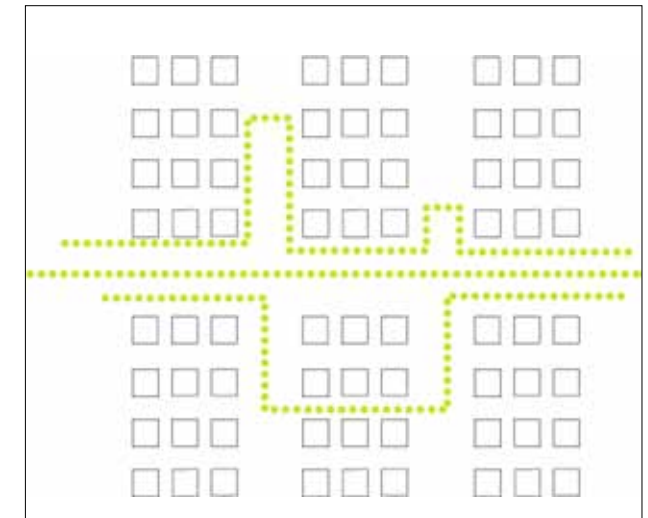
Initiatives:

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)



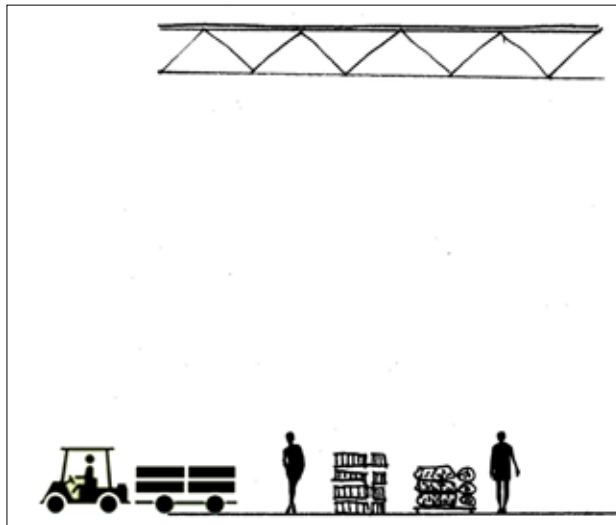
>>47: Movement



>>48: Footprint of market building in context



>>51: Images taken at Tshwane Fresh Produce Market.



>>49: Diagrammatical proportions.



>>50: Aerial view.



# Hazel Food Market

Greenlyn Village Centre, Menlopark, Tshwane, South Africa

Since 2009

Gourmet market

Operating times: Saturdays 07:00 – 12:00

Area: 2 000 m<sup>2</sup>

Administered by: Retha van der Hoven

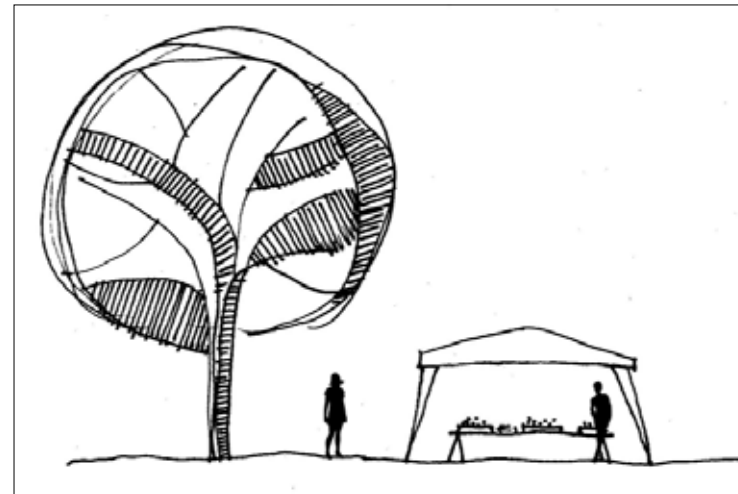
This informal market provides for large amounts of excitement under its users. It is an open air market; each seller is responsible for his own stall setup. This market hosts almost 60 stalls every Saturday. It is imperative for the producer to be present at the market and be the one selling the goods 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.)

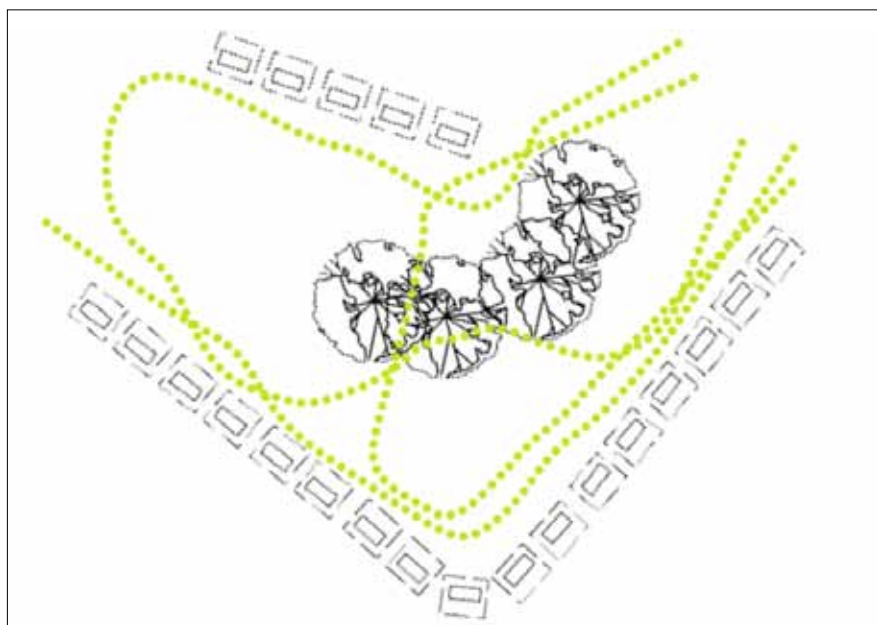
The Hazel Food Market's producers bring a variety of tastes and flavours to Pretoria's Old East every Saturday morning. Stalls range from fresh flowers and vegetables to meat, cheese, freshly baked breads, herbs, Indian cuisine, Italian food, biltong, all types of freshly baked delicacies and coffee. 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.



>>52: Footprint of market in context.



>>53: Diagrammatical proportions.



>>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 m<sup>2</sup>

By: MVRDV Architects

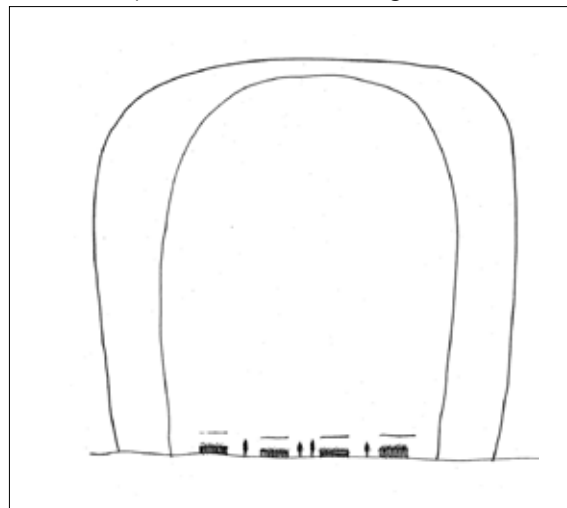
Administered by: Provast

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, untill late. The development provides about 1 800 m<sup>2</sup> for market stalls, 3 000 m<sup>2</sup> for retail space and 1 600 m<sup>2</sup> as catering areas. (MVRDV: 2008)  
The project will only be completed in 2014.



>>56: Footprint of market building in context.



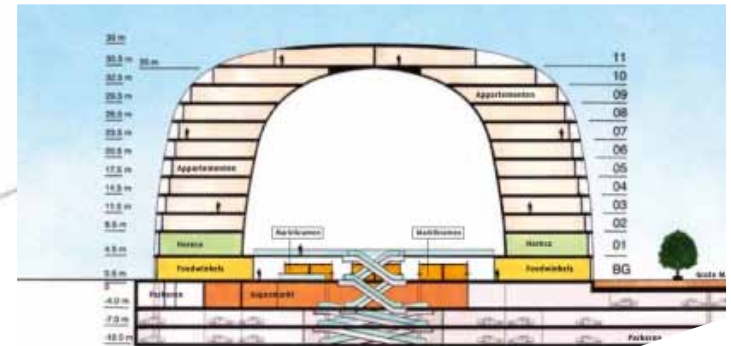
>>57: Diagrammatical proportions.



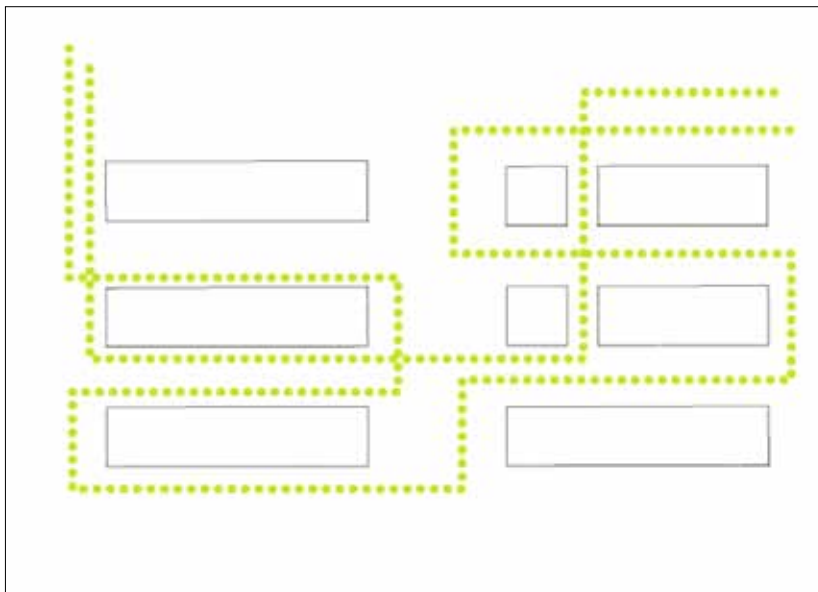
>>58: Floor plan layout.



>>60: Artists impression.



>>61: Section.



>>59: Movement around produce display.



>>62: Daily market activities.

# Santa Caterina Market

Barcelona, Spain, Europe

Since 1844, new structure 2003  
Everyday food market  
Area: 5 000 m<sup>2</sup>  
By: Enric Miralles & Benedetta Tagliabue EMBT  
Administered by: Mercats de Barcelona

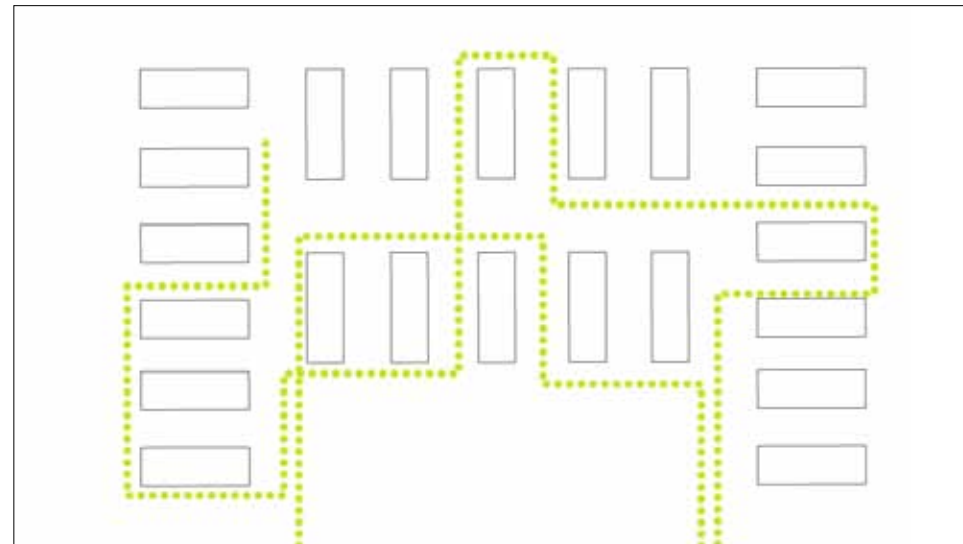
The Santa Caterina Market was designed by Josep Mas Villa in 1844. The market building became run down and underutilised. EMBT studio had a new concept for the market building: incorporating the complexity of the context, the initial market, new social housing public spaces and parking. The vision was 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 allows 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)



>>63: Footprint of building in context.



>>64: Movement around produce display.



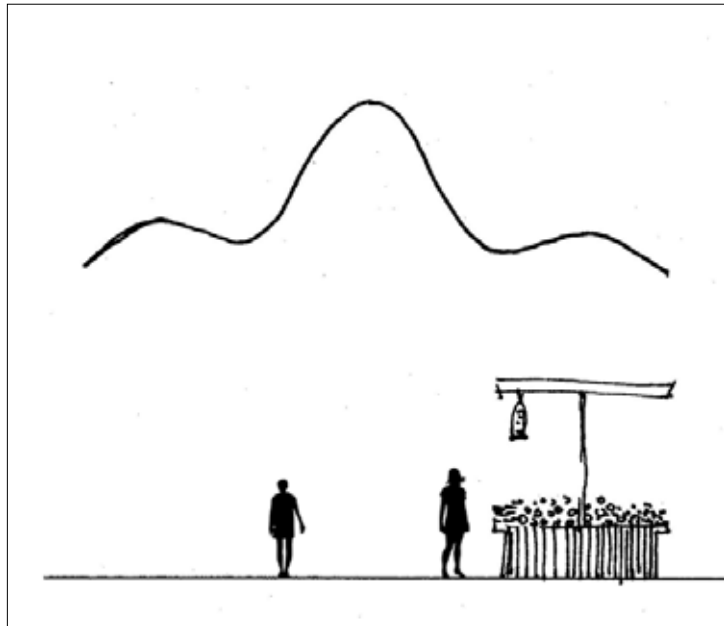
>>65: Unique roof covering.



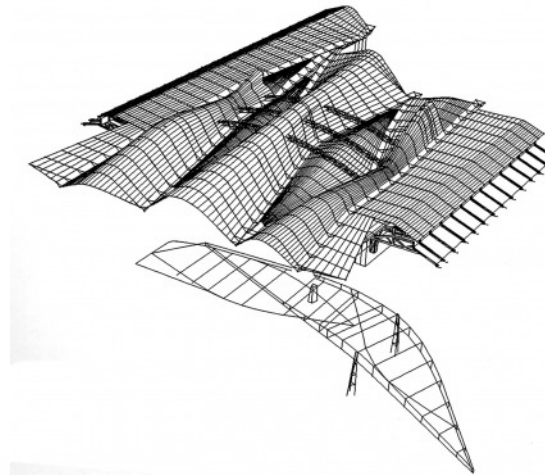
>>66: Aerial view.



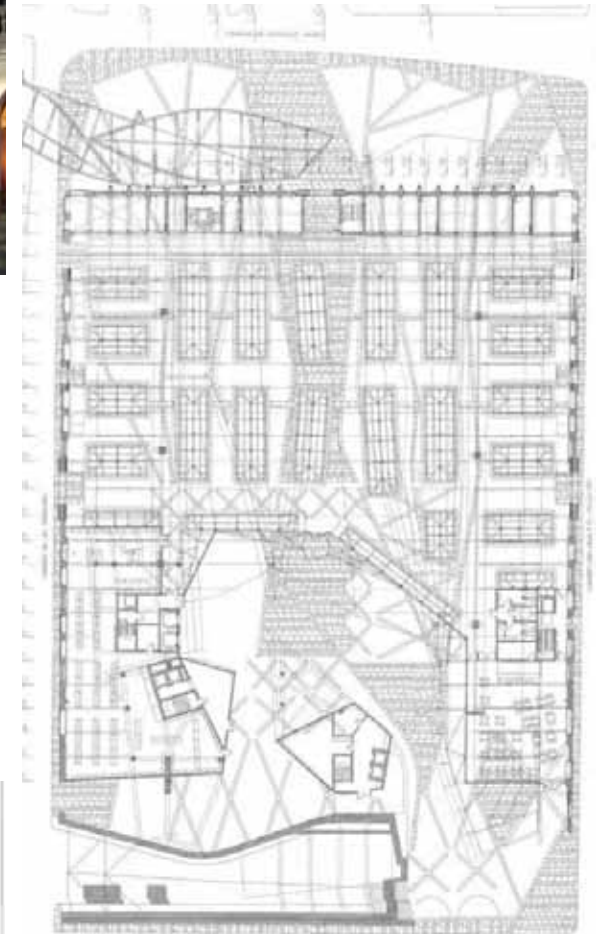
>>67: Street view.



>>68: Diagrammatic proportions.



>>69: Architects drawings.



>>70: Floor plan.

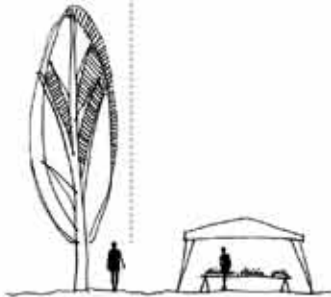
# LOCAL MARKETS

Food Lover's Market

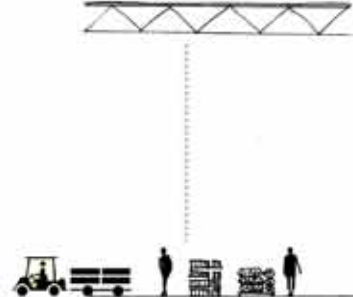


OVERHEAD STRUCTURE

Boeremark



Tshwane Fresh Produce Market



Hazel Food Market



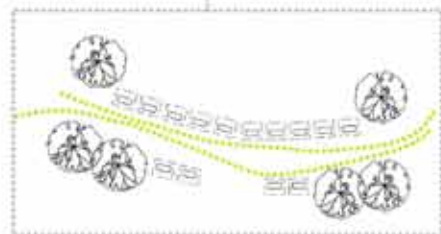
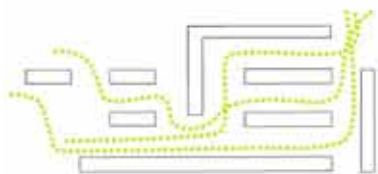
4000m<sup>2</sup>

10 000m<sup>2</sup>

58 950m<sup>2</sup>

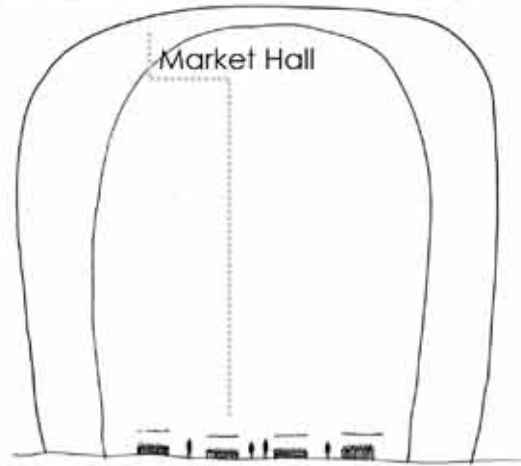
2000m<sup>2</sup>

AREA

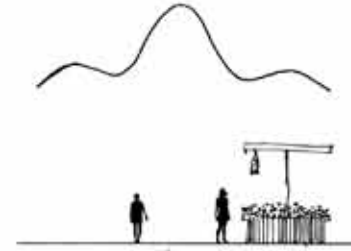


FLOW THROUGH STALLS

# INTERNATIONAL MARKETS



Santa Caterina Market



Menlyn Market

