

03. research

Architecture is the artefacts or remnants of a society, the structure left behind where social ordering systems functioned. For the anthropologist, the exploration of inhabited places, the daily use and the way it is constructed, can provide insight to a whole culture and its ideas. No occupied space is neutral; they are “cultural constructions of one kind or the other.” (Waterson1997: xvi) Even the building of the Modern Movement represents a strict functionalism of the dictum; a machine for living. In retrospect this is more in the field of Archaeology, a subset field of Anthropology.

As architecture functions as witness to the social form, the reverse is also possible to study the cultural movements and to translate it into a built form. According to Bourdieu the arrangement of space can be seen as a book from which one learns one’s vision of the world. This world is read with the body through routine and movements so that it creates the space within which one performs life. (Waterson1997: xviii) One could say that architecture could become Archi-ology. Architecture is then a reaction to the daily ritual of the body through space. The behaviour of users of a market and the people in the city was studied to give clarity on how people consume these places:



🔪 market behaviour



fig. 3.1 Ideas



fig. 3.2 Tasting



fig. 3.3 Tasting



fig. 3.4 Conversation



fig. 3.5 Wander

People that move through the market is either in a rush and need to tick off a list, or is browsing for products and take their time to get all they need. Where there is something interesting and people gather, other people will also go to see what is going on. Other will wander absent mindedly through the aisle and not say a word. If something catches their attention they will stop and inquire. In supermarkets one can not negotiate the price but this can be done at a market. Products can be tasted and this forms a ritual in itself of exchange and negotiation. People want to sit and eat, where there is not enough space, people will even lean against a wall. Market visitors move in couples or alone.





fig. 3.7 Lunch hour

During observation of the ritual of people in the city it has been concluded that in an African city, dwellers prefer to sit at places along movement routes. From this seating one can engage with your companion or just look at the passers by. This movement creates energy that attracts more people. Spaces will be utilised in ways that may not have been intended like the informal restaurant in the middle of the entrance of Polly Arcade where plastic table and chairs are placed so that 'pap' can be served.



fig.



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA



fig. 3.9 Lunch our in Van der Walt street



fig. 3.10 Street Salon



fig. 3.11 Old man



fig. 3.12 Shopping

state of affairs

FOOD PRICES

In June of this year the Competition Commission of South Africa launched an investigation against the leading South African supermarket chains, Shoprite/Checkers, Pick 'n Pay, Spar and Woolworths (collectively these stores comprise more than 60% of the market turnover). This was initiated after stakeholders and the general public raised concerns of the aggressive food price hiking. (Beachhead: 2009) This underlines the importance of this dissertation and the questioning of how food markets will look in the future. The current state of the food industry in South Africa is shocking. Rapport reports on 27 September 2009 that South African households spent a total of R356.6 milliard on food in 2008, this is 22.6% of their income. When one compares it to transport of 8.3% and education 3.6% it is no wonder that an investigation was needed. This report also indicated how spending patterns differ from population groups. The black population spent a total of 61, 7% on food. This is expected as this is the predominant population but this population group of whom more than 60% earn under R50 000 per annum, spends more than half their income on basic needs such as food. (Van Rooyen: 2009)

NUTRITION

According to Dr. Peter Jacobs, the head specialist researcher at the Council for Humanistic Studies, 10 to 12 million people in South Africa has a deficiency of enough nutritious food. This lack of nutrients has far reaching consequences. According to Jacobs, sufficient nutritional food make people more productive therefore they can earn more money. The average low-income household that consists of two adults and three children can survive on a basic food basket of R1100 per month. The reality is that the bottom part of the low-income group must get by on R250 a month, R100 less than what is needed for a very basic basket to survive. (Duvenhage:2009) Food can't just be cheap but must be of both high quality and nutritional value. After interviewing a number of individuals the above mentioned statistics was confirmed. Many families survive on a 7kg bag of 'mielie meel' and a can of instant soup powder a month in Pretoria. (Visser: 2009) Although these people represents the lower LSM group (Living Standard Measurement) the percentage of the lower LSM group has reduced from 2001 to 2008 by 32%. (Stoltz:2009) Hopefully the situation will change in this part of Pretoria by gentrification.

QUESTIONNAIRE

Apart from the actual price and value of food the customs of the consumer has a significant role in the planning of a market. To study these customs a field study was conducted by means of questionnaire (see fig 3.13). The questions are so formulated to determine the different food people eat in this city. As the program is a food market, the manner in which consumer move to shops and the frequency and time of the visits, indicate the direction and change one could make to these routines. Different produce as mentioned in question 11 shows if consumers are interested in produce that will promote sustainability and ethical issues. To ask if people invite friends to their houses indicates a certain culture and shows if people use food and drink as catalyst for social interaction. Twenty of the questionnaires were filled out by people residing in the area of study, i.e. the North Western Quadrant of Pretoria. The other twenty questionnaires were completed by a middle LSM group.

CONCLUSION AFTER FIELD STUDY

There is a significant difference between the lower LSM and middle LSM group in the frequency of grocery shopping and of eating out. The different types of produce mentioned in question 11 were unknown to most of the people. This is confirmed by

the 2009 report of the Bureau of Food and Agricultural Policy (BFAP) that people in South Africa are not that conscious about organic, fair trade etc. (Stoltz:2009). Most people do shop alone for groceries but do not eat alone, and across the board, all use food and drink as a social catalyst to invite friends and families into their homes. In the book African Salad, it is stated: *"Feel at home.' We really got to think about what it meant to be at home. It came down to mom cooking your favourite meal for Sunday lunch with the family. Whoever we are in this country, food and family makes us happy. It is those moments when the family gets together and celebrates its identity, its togetherness, that give us that warm 'this is life' feeling."* (De Beer: 2005) What was learned in this study, was that one cannot take these findings and create a market place for people that only live on the bare minimum. This is not part of a culture or a ritual but the reality that people face just to survive. When one provides a market with an infrastructure that entails the farmer to deliver straight to the supermarket, the middleman is cut out of the equation. (Moerdyk: 2009) This may lower the price and be more sustainable on an environmental- as well as economic level. People may be able to afford more food and to be able to enjoy an occasional restaurant meal.

Occupation: _____ Age: _____ Suburb: _____

1. Where do you normally buy your				
Fruit/vegetables	Meat	Fish	Bread	Milk/Cheese

2. How do you get to those shops?				
Walk	Bicycle	Taxi	Bus	Own vehicle

3. Mark the words of how you feel about grocery shopping				
Exciting		Pleasure		Duty
				Social event

4. When do you buy your food?				
8h00-11h00	11h00-14h00	14h00-17h00	17h00-18h00	18h00-20h00

5. How often do you buy food?					
Once a month	Once a week	Twice a week	Three time a week	Every day	Other (please state)

6. How often do you go to a restaurant or get take away? (R= restaurant TW= take away)									
Once a month		Once a week		Twice a week		Three time a week		Other(State please)	
R	TW	R	TW	R	TW	R	TW	R	TW

7. Do you buy or make the following meals and what is the time you enjoy this meals and where?				
	Buy	Make yourself	What time of day?	Where
Breakfast				
Tea time				
Lunch				
Dinner				

8. Do you shop on your own most of the time?	yes	no
--	-----	----

If no, with whom? _____

9. Do you eat alone most of the time?	yes	no
---------------------------------------	-----	----

10. For how many people do you cook/buy food for? (Yourself included)			
Only 1	2 -3 persons	3-5 persons	More than 6

11. Would you support the following types of produce?		
Organic	yes	no
Free range	yes	no
Preservative free (MSG free)	yes	no
Fair trade	yes	no
South African produce	yes	no
Community support trade	yes	no
Independent shop owner	yes	no

12. Do you invite people over to your house to enjoy food/drinks?	yes	no
If NO, where do you and your friends meet?		

13. What is your favourite dish?	
----------------------------------	--

fig. 3.13

By using this information as background and through the observation done in the city, four fictitious characters were created. Their situations are described in an event and how they react to it in the context of the city. As Bernard Tschumi states in *Manhattan Transcripts*: "Their (the transcripts) explicit purpose is to transcribe things normally removed from the conventional architectural representation, namely the complex relationship between space and their use... between objects and events. Their implicit purpose has to do with the twentieth-century city". In this dissertation the space and the user is applicable. The event becomes the space in which the daily rituals are conceived by the user. Tschumi further asserts that there is no coincidence between movement and space, man and object, being and meaning. This can't be the case as the architect could only manipulate movement through space but what the user makes of it is absolute chance. What the consumer makes of the space is not necessary what it was intended for. That is the implicit essence of the twentieth century market. (Tschumi 1994:2)

These fictitious characters are positioned in a real Pretoria, most specifically in the North West Quadrant of the city. This could be

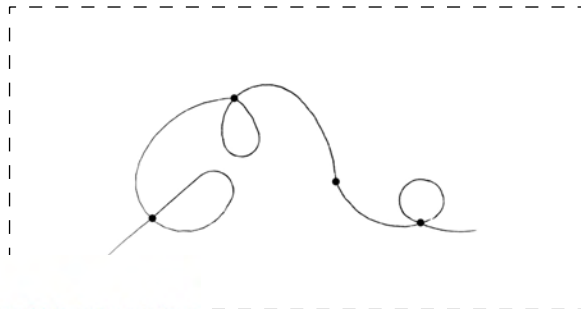
real people in actual situations. The events that they participate in everyday, both repeated and varies at the same time creates the situations they are in and the relation they have to the context. There are four main movement patterns that one needs to cater for when designing a public space. That is the direct mover, the purposeful wanderer, the wanderer and the between nodal movement. All these patterns could be applicable to one person at different times. These patterns are portrayed through the four characters. Meet the characters:



#1lucky dlamini

wanderer
loiter / school children

Lucky is 23 years old and came from Bela Bela to Tshwane to find a job after school. He is still unemployed, sometimes he wonders if he should not join a syndicate but he is religious and fears hell. He lives with a friend in an old RDP house in Soshonguue. He travels everyday with the Metro to Belle Ombre station to see if he can find odd jobs in the city. Most days he hangs around the market to see if he could help with the load and unload of produce or if the market may need to hire someone. When he does not find anything he visits his girlfriend, Beauty that works in a small hair salon in a latch on structure on Schubart Park (see framework) Beauty's mother does not like Lucky, as she feels that Beauty can do better. This means that Lucky feels uncomfortable to visit Beauty at her apartment and so they normally go to the streets. This is a headache for Lucky as he is low on cash and the restaurants are expensive so they just go and sit in the square.



#2 vanessa hotbottom

between nodes
worker/ children

Vanessa is 41 years old and works in the Post Office. She lives just west of Heroes Acres in a 3 bedroom duplex with her husband and her two girls, Amanda (17) and Shirley (13). She travels to work with the Rapid BRT to the Post Office that is situated at the taxi node. Vanessa needs to be at the Post Office very early in the morning so her husband, Perry, accompany the girls to school. They also use the BRT. Perry works at Munitoria. Lunch hour is very busy at the Post Office so she takes lunch later in the afternoon. Vanessa needs to buy groceries every day as their house doesn't have so much cupboards and large quantities is difficult to carry on the bus. Her daughters sometimes come to visit her after school and stay in the vicinity with friends until they can go home after work. On Sundays the family enjoy to go to the park around Steenhovenspruit for a picnic or just to play mini-cricket. In the holidays Amanda do odd jobs at the Agricultural Research Centre.

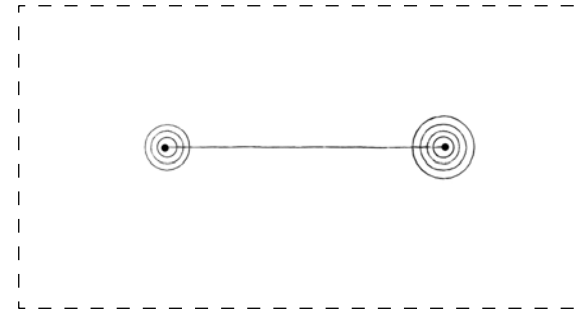


fig. 3.15

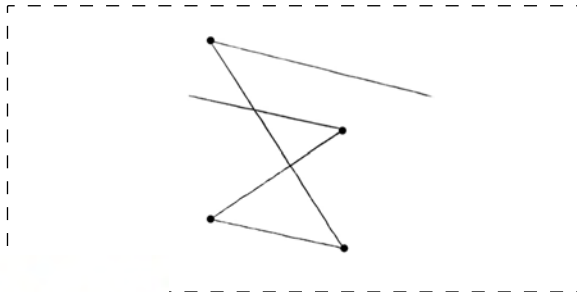




#4 julius malan

direct mover
clerk/ bussiness person

Julius is 32 years old and works as runner for a law firm on Church Street. He lives in a flat on the second floor in Struben Street. The work gave him a bicycle so that he could run his errands as quickly and efficiently as possible. Although Julius is very diligent and efficient in his work, he is also shy and that makes it very hard for him to talk to a girl that he fancy at one of the market stalls. He would really like to ask her out for dinner at a nearby restaurant and then to enjoy a spring jazz festival in the square, but he doesn't know if she even likes jazz. He grows some of his vegetables in a pot on his balcony but still buys a lot of vegetables at the girl's market stall just to see her. His friends live in the vicinity. They like to go and play soccer at the taxi rank in the evenings and then enjoy a cold beer at the market. They don't know about the girl but they constantly tease him about his shyness.



#4 ouma sarah

purposeful wanderer
shopper /tourist

Sarah is 62 years old; she lives in a one bedroom apartment just north of Kruger Park. She moved to this part of the city as her son, John and his girlfriend lives nearby. She used to be a matron at a hostel at the University of Technology. She walks large distances so that she won't feel confined to her apartment. She has a car but hardly uses it, just on Wednesdays when she visits her friend in Wonderboom. She does not like public transport. She enjoys visiting the market as she has enough time to talk to the sellers. On Thursdays there are bingo mornings under the trees which she enjoys. Every second Saturday, her daughter and grandchildren visit her from Rietfontein. Her daughter loves the fashion market that is held on Saturdays in the square. This gives Sarah a chance to spoil her grandchildren with ice-cream while their mom is away shopping. For extra cash Sarah helps to make jam for a friend, Deon Koo in one of the market kitchens. Her fig jam is famous in the market.

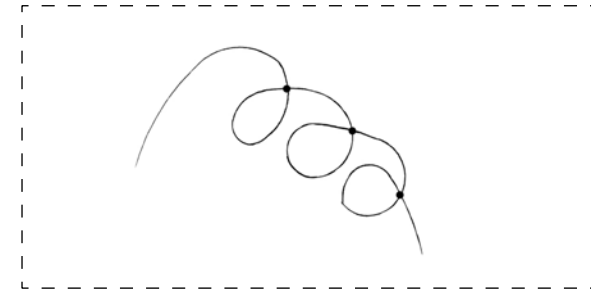


fig. 3.17

