



Digitarian Food Park

| Research Booklet |

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CP

Complex Project



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Abstract

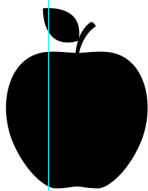
The these is to explore new possibility to consolidate daily living and food experience in 2100 Amsterdam. Food is one of the essential elements in daily life. We eat and consume foods everyday. However, since the industrialization and automatation of the industry, food industry has become one of the most destructive system in the planet in terms of global warming and climate change. For upcoming future, there is a need for feeding ourselves with sustainable way.

It is a miracle to sustain this industry this far with destroying the planet. 35% of the land is already being used for food production and the 35% of the forest disappeared. Meanwhile, it is using 70% of fresh water which accounts for only 1% of total water in the Earth. In distribution perspective, while the agricultural product is transported, 50% of them are being thrown away. By the time costumers get an apple in the supermarket, the apple lost its antioxidant and have only sugar. Human becomes professional to destroy both the planet and their body at the same time. However, a bigger problem is that most of people are not aware of those facts and being defined by monopolized industry dyanamics.

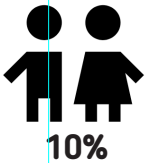
The fact is that we need more food will not be changed but It is not feasible anymore to develop agriculture industry horizontally. It is important to use new agricultural science technologies more and more. Vertical farming, Controlled Environment Technology and Cellular Agriculture. These techologies use less space and can be stacked so it is durable to be located in urban contexts where more tha 70% of people will live in. Using these new technologies, architecture can provide more transparent and active place in urban area. In the place, people will expreience most advanced and sustainable food experience. Furthermore, the building itself will be able to encourage public health with balanced nutrition recommendation.



Problem Statement



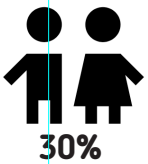
+ 30 Types
11 Months Old
No Antioxidant
A Ball of Sugar



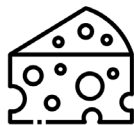
10%



From Supermarket



30%



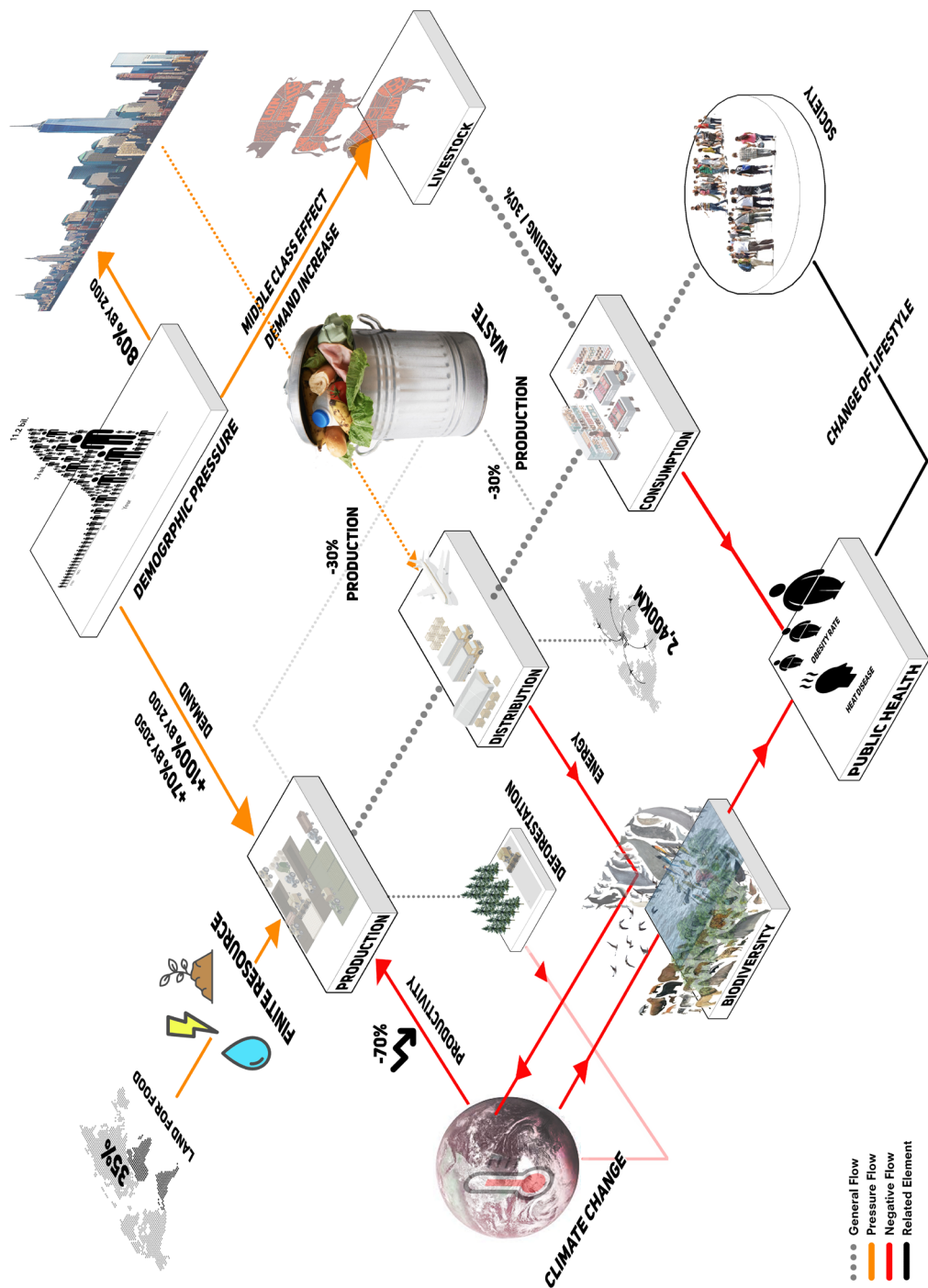
From Trees

Although we think that we know what food are and what we are eating everyday, if anyone tries to take a look underneath of a blanket one would notice that we hardly have any knowledge of foods.

Foods are raw ingredients. It has been related to culture and healthy life. It used to have deeper meaning than now. However, it becomes mere object on racks of franchise supermarkets.

Even in 2100, it is evident that we will be eating foods like what people do in 2019. There will be an apple, a loaf of bread, a slice of cheese and milk. Unlike the past that we used to want more foods and cheaper ones, now society needs clean and healthy foods for all.

We are lack of proper environment to achieve the society we want. Daily life has been casted away from food production and results from it are covered with decisive labeling. Therefore, it is not enough to call making sustainable industry as an solution. It is required to bring sustainable industry into a city where majority of people will live in the future.

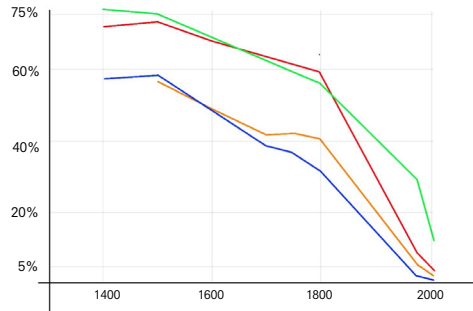


Complexity of Current Foodscape

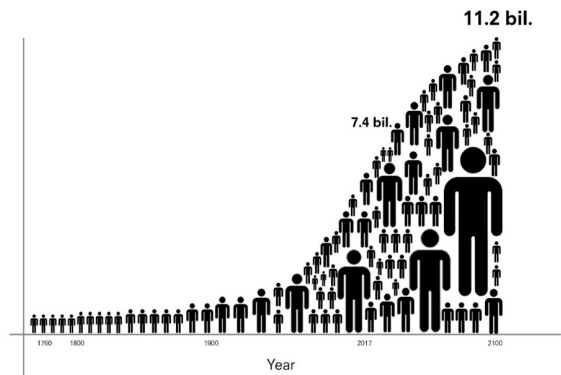
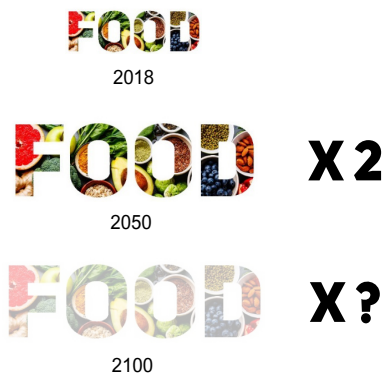
Foodscape we established is complex and unsustainable. Production, Distribution and consumption, this single linear process affects to various elements and social symptoms. The productivity of the agriculture is dropping because of the climate change induced by human developments while we need more food and more productivity to feed increasing population. The climate change will affect to biodiversity which is influencing public health and the public health is affected by food consumption style and choices. Even if we can change either of the systems in sustainable way, there would be still problems and it is unexpected to be sure, the solution would be fitted into conventional stiff system. In order to tackle the problems and provide new environment we need holistic situation in new context with new technologies and new lifestyle.

The Lack of the Pool

Let's see current challenge more specifically and its required resources. In future, more than 70% of people will live in urbanized area. Those people who move into cities do not prefer to become farmer. Since 1900's the number of farmers is drastically decreasing and between 18~25 years old people also don't want to be a farmer. In fact, the life of small shareholding farmer is miserable. In the Netherlands, there are only 2% of farmers in the population. We cannot expect any solution out of 2% of population. Double of current production is needed for 2050 and there is still no solution for 2100 food requirement. We need more food and we need more people to think and come up with sustainable solution for the future.



More People move to the city and Less people Want to become Farmers



But, We need more food for increasing world population.



Running out of Space for Food

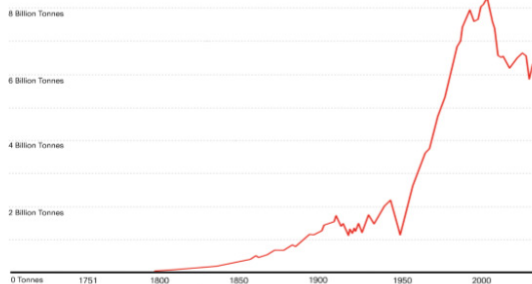


35% of the planet are already being used for Food

27% - Livestock

8% - Crops for Human

Co2 Emission & City Development



- Living in Countryside



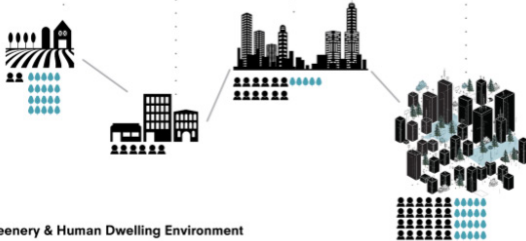
- Urban Sprawl - Urbanization



- Industrial Revolution
- Densification of city



- Introducing Landscape to Urban Area



Greenery & Human Dwelling Environment

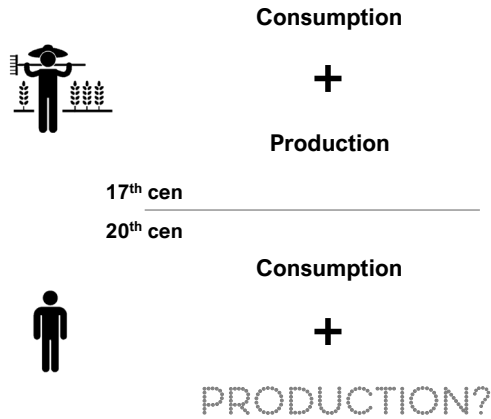
The agriculture industry has been developed in horizontal way. It is as simple as a puzzle game. If we need more food, it would take up another land next to it and starts to cultivate again.

With this method, it already becomes 35% of whole land and it case deforestation and degradation of arable land. 27% of production area is being used for livestock's feeds. It will increase due to increase of middle class that will wants more meats and dairy products especially from India and China. Meanwhile, we are losing the vast area of forest which is the most effective solution to counterclimate change.

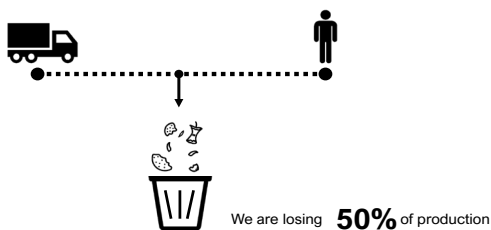
There is a effort to tackle climate change in urban design and architecture level. Co2 emission and urban development clear shows causality. but after 20's a notion on the greenery has been changed from something to protect and keep to one to combine with human habitats. Various studies prove keeping greenery close with human routine can induce higher productivity and satisfactory in urban life. Therefore, there are many creative attempt to combine greenery with building and public open spaces.

It is clear that food industry can be an huge aid to this global trend by using new technology and paradigm shifts on food consuming style.

Where is The Food Production?

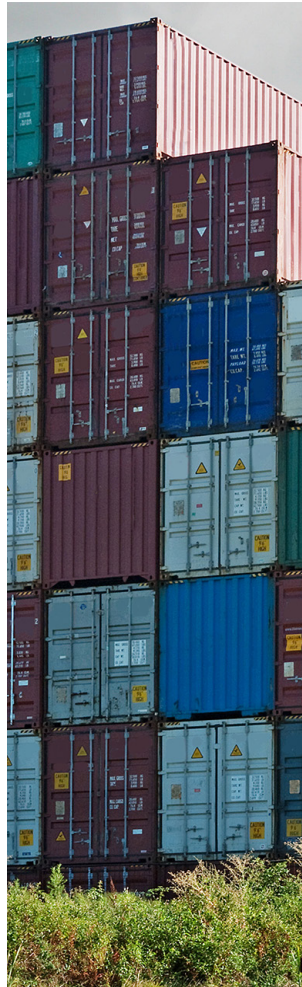


Food travels **2,400km** to come to our plates



In the past, most of people were agriculturists. They were related to agriculture and food business in some ways. Food was just food. It was cultivated from the farm and brought and cooked by family. However, the production has been disappeared and home cooking is put in coma status. 70% of foods are already processed and no one cares where it happens and comes from.

So, Where is the food production now? Where is our food coming from? In case of fruit, sometimes it travels 2400km from consuming country. Thanks to that, we can get oranges, strawberries or pineapples in near supermarkets regardless of seasons. Otherwise tropica food could have become christmas prenst or other special occasions. It emits green house gas while it is delivered. Futhermore, it emits green house gas and 50% of production becomes food waste only during distribution.





Food as a Killer

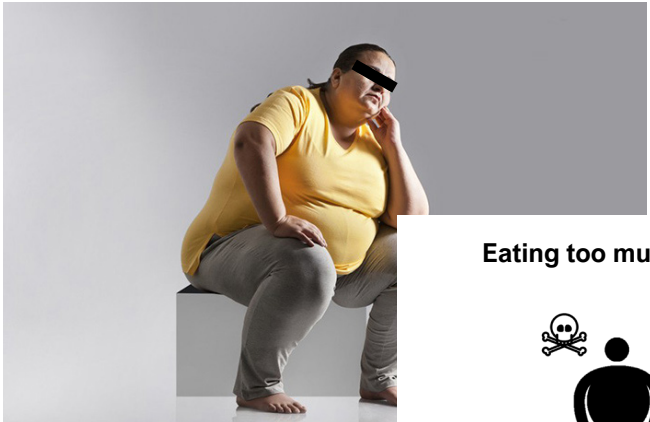
Food is simple. It is a raw ingredients
but also the most powerful killer in the planet.



Every one would know food has a huge relationship with healthy life. What you eat affects how you feel tomorrow. In asian country, people believe sickness cannot be cured with food cannot be cure with medicine either.

Not only for nutrition wise, but also in cultural perspective. Vibrant cultural environment has to be rooted from deep food culture.

However, current society is suffering for diet-related diseases induced by too much food. Obesity kills more people than wars and there are more obesity people than one suffering for malnutrition. It means we are consuming foods and distributing food wrongly and foodscape we have built is not our ally to enjoy healthy life style and cure the diseases in current society.



Eating too much kills more people than war



2.8 mil.



30,000

Obesity has become a world wide major problem of public health. It kills more people than war, genocide and traffic accidents



More Obesity than Malnutrition

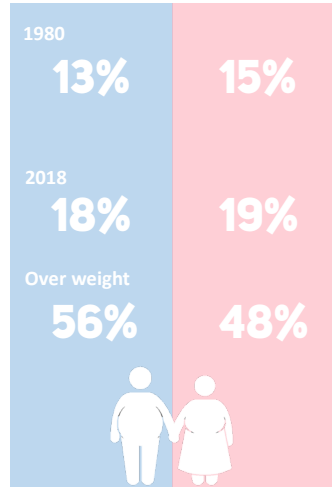


1.5 Bil.



925 mil.

Obesity in the Netherlands







Nutrition Facts		Amount Per Serving	% DV*	Amount Per Serving	% DV*
Serv. Size 1/3 cup (56g)		Total Fat 2g	3%	Total Carb. 0g	0%
Servings about 3		Sat. Fat 1g	5%	Fiber 0g	0%
Calories 90		<i>Trans</i> Fat 0.5g		Sugars 0g	
Fat Calories 20		Cholesterol 10mg	3%	Protein 17g	
* Percent Daily Values (DV) are based on a 2,000 calorie diet.		Sodium 200mg	8%		
		Vitamin A 0%	•	Vitamin C 0%	•
		Calcium 0%	•	Iron 6%	

Requirements

1. **Name of Food**
2. **Nutrition Facts**
3. **Origin of Ingredients**
4. **Trans Fats**
5. **Net Quantity**
6. **Allergic Info.**
-

Font size

Nutrition Facts



Calories(16)



Vitamins, additives....

Labeling is an critical element that affects to public health bucause it is the most distinctive sign to interact with customers. It shows nutrition values in the products. However, only few of people care this. Majority of people decide their purchase with name of products of brands. We are already exposed to dangerous publi health situation while we are doing grocery.



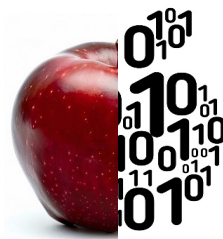
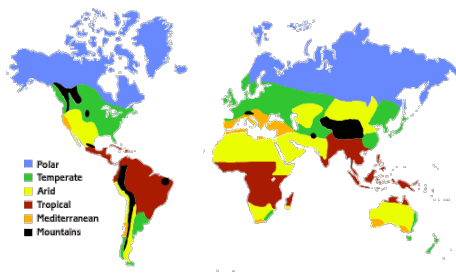
In supermarkets, we are bombarded with foods and processed products. we need to choose carefully out of this vast choices. Amount of sugar, fats or fair trading. Although for now we do not care much of foods because it is everywhere. But we should not take everything you want. Your choices can affect climate change, global warming and even your own health. Current grocery space is really similar to war situation where we have to avoid and use caution every moment.





What If?

We Know what the problems of foodscape.
Now, it is time to ask what if and find solutions

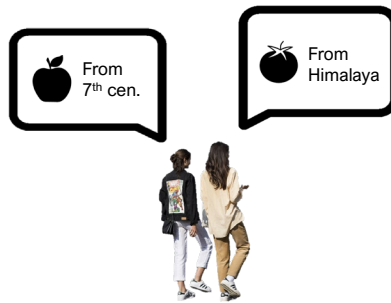
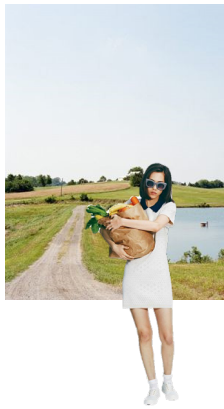


Selecting Climate

Agriculture business is slaved by climate condition. With vast area of land, crops are getting sun light, rains and winds. However, 30% of it production is lost due to climate related disasters. So, What if everyon can choose their own productive climate for crops their culture usually use.

Digitization

With an single apple, one can see problems and possibilities of future of the food industry. The world is connected with strings such as shipping, airplanes or cars. Those are lethal to global warming. However, what if we can digitize the apple's cultivation information and share the information of it and we can produce identical apples in different places.



The Freshest Food

Food can tell us many things besides taste or color. It also shows freshness that people can immediately feel. Fresh and healthy food can be felt by human instinct.

What if we can do grocery in the farm? If we can get our food right out of roots. We can assure freshness and cleanliness of our food and it will be the way to retrieve integrity of our own food on the table.

Identity

Although food represents diverse cultures, it was not able to represent individual. However, there is a different preference and taste between individual even on single products. What if we can choose our own food from way of production to which of the climate. Then, it will encourage spread of food culture and we can build firm platform with vibrant environment.



The New Paradigm of Food Style

We will produce our foods differently
We will consume differently



The Fallacy

What is good foods for us? We want our foods to be organic, clean and tasty. Like the image above, that medieval small local scale of agriculture has ruled our mind telling grace of nature and efforts of farmers and its value as a gift and rewards for labour and time out of nature. However, if this way of business will be continued, it will be not enough to feed people and it is drastic to farmers who use this method to make profits. This is a fallacy



The Advent of New Technologies

Vertical Farming

Conventional Farming



95% Less



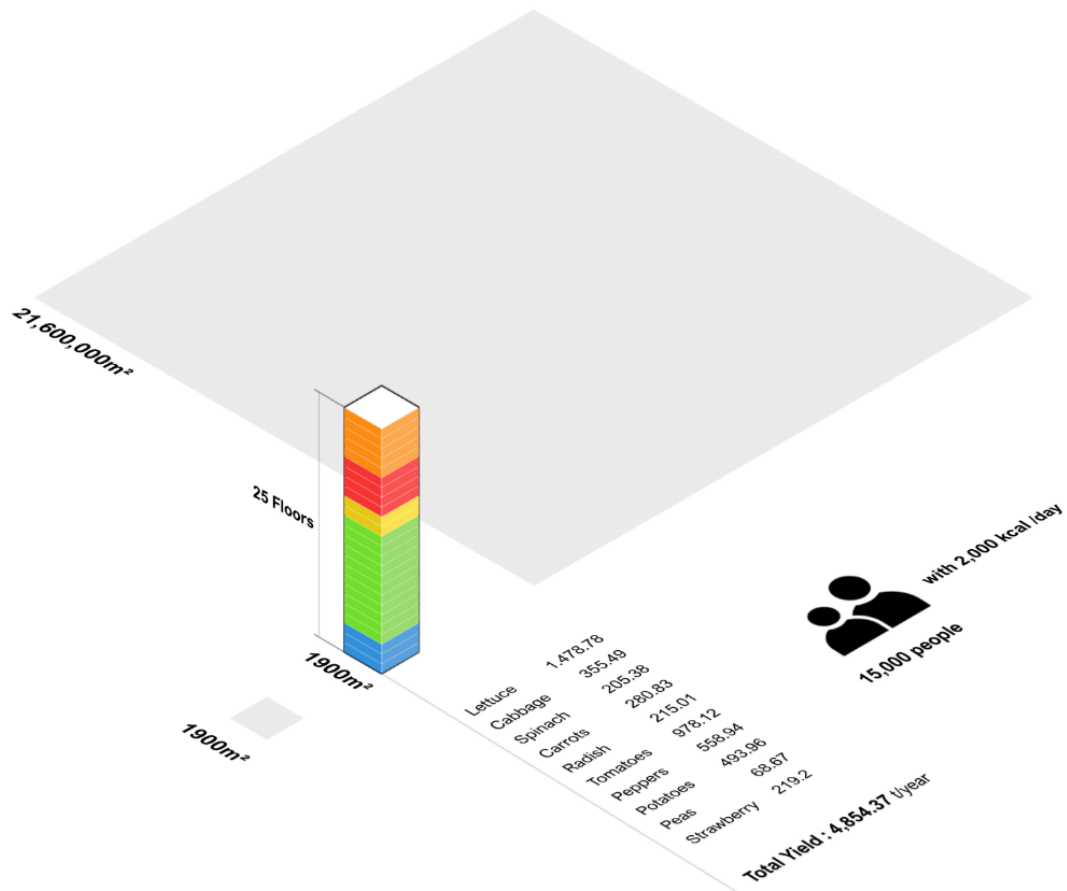
No Soil



50% Less



Comparison of Two Ways of Agriculture



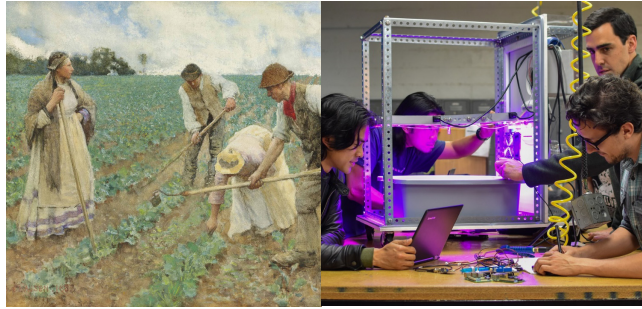
When it comes to agricultural science, people immediately think GMO or processed food. However, agriculture science has been in the front line of food security and increasing food productivity. The new adventing technology can produce much more food and use less resources and more sustainable than conventional way of agriculture. In terms of efficiency, it is obviously better in every way. A research done by German aerospace department managed to build typological model to feed certain amount of people with vertical farming technology.

What will Happen?

Upcoming Future



Farmers



Food PC



Food Data Center



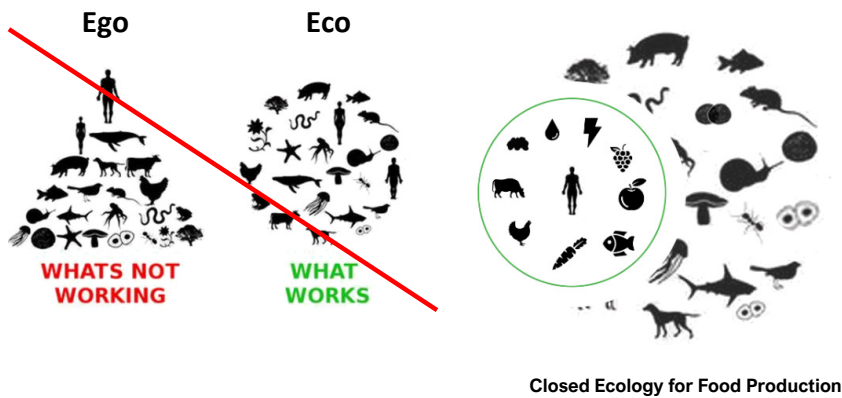
We need to overcome the fallacy and change paradigm we used to have. We need our food production site in urban area in the future and other supporting infrastructures are needed to be established.

In the future, Farmer will be urbanist, robotist, computer scientist and civil engineer. We need food pc that can produce food in the house and We also need food data center to secure and keep food growing data.



Food Scenario for 2100

- New Challenge & New Trend -
 - Consumption -
 - Production -



Closed Cycle

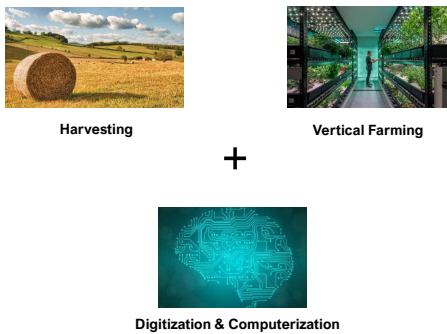
Since industrialization period, that was the golden age of the development itself, Human starts to develop around nature and transformed the natural one to processed one which is easier to use to human industry. That was the start of anthropocene. However, it is only accelerates bigger problem and Eco and harmonious thinking has been arisen. That was not enough at least for the food industry. We need closed system using good science and let nature be nature.



Good Science

Agricultural science is developing the way that doesn't change a typical diets or eating habits but they are looking for sustainable way to keep out taste and nature both together. In the early stage, vertical farming technology was not able to produce staple food such as potatoes or wheat but now the technology become able to produce each foods that contain nutrition we need everyday.

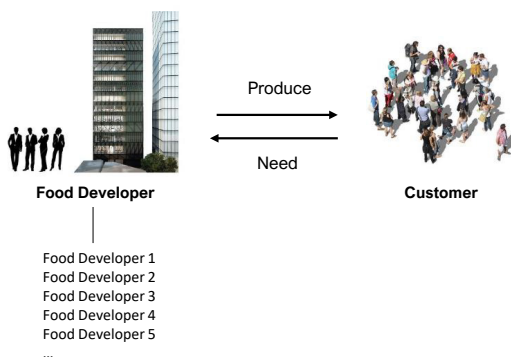
New Challenge & New Trend



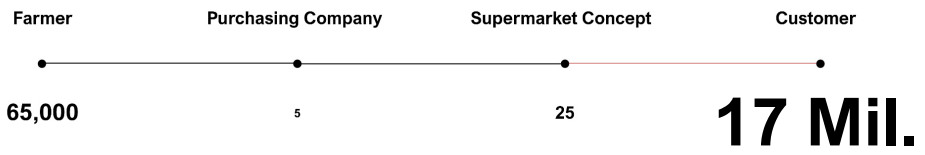
New Trend

With new arising technologies, typical paradigm on food industry will be totally changed in 2100. We will be still eating vegetables, meats and fruits but we will produce it differently. Vertical farming technology will make production areas can be stacked each others and digitization and computerization technology will make cultivation process more efficient and faster than before. In the future, the food we used to know will be produced in controlled climate, by robots and machine and scientists. This business and industry will be standing on the front line of technological field.

New Business Model



Those trend will lead to new business models. One of them is the advent of food developer. Those will look for perfect place or building to install vertical farming technology inside of the building. It will change a relationship customers and farmers. those new farmers will analyze and listen to customer's preferences and will produce exact food they want. This is total opposite way of working with current system. In case of the Netherlands, there are 65,000 farmers who are working for only 5 food purchasing companies instead of 17mil. public.



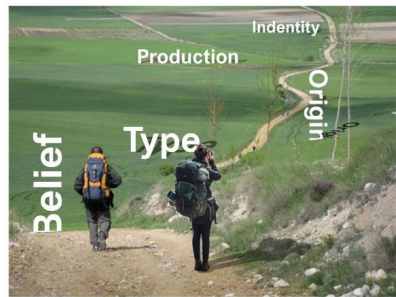
1950's



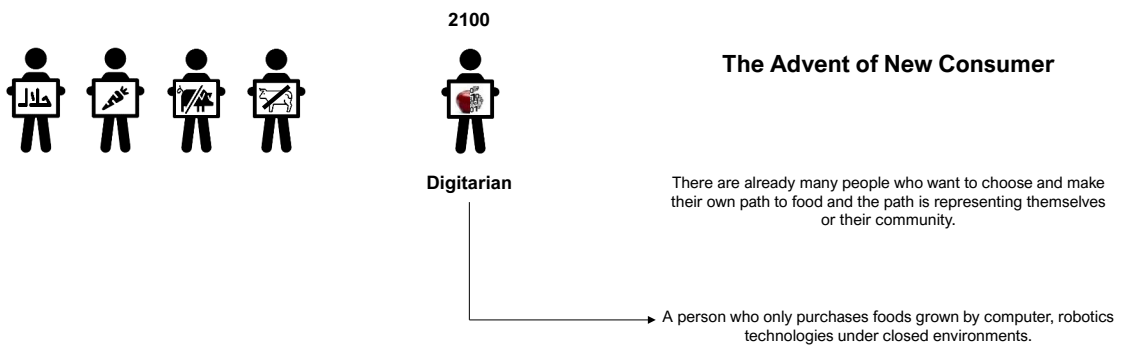
Current



Education for Children



Exploring Own Food List



A supermarket typology hasn't been changed since its invention. Supermarkets in 1950's and current are mostly identical. However, in 80 years, following changing trend in business sector, there will be transition in consumer wise. We have found that it is important to have a platform place to interchange and develop food related activities. This is also because the new arising of new consumer style. It is already happening among few of people such as muslims, vegetarian or depends on personal belief.

Those people are caring more than other people when they purchase their grocery. They are reflecting personal belief on foods. When this concept is expanded to further, it is not that difficult to expect that there will be digitarian consumer group who will only purchase digitally produced food. They will check a label saying digitally produced under the controlled climates. Vertical farming, digitization of farming, and possibility and feasibility to bring food production into urban context, those are corroborating the need of food platform-like space in the future where people will get integrity of food and can be sure they are having clean and healthy food and helping the nature everyday.





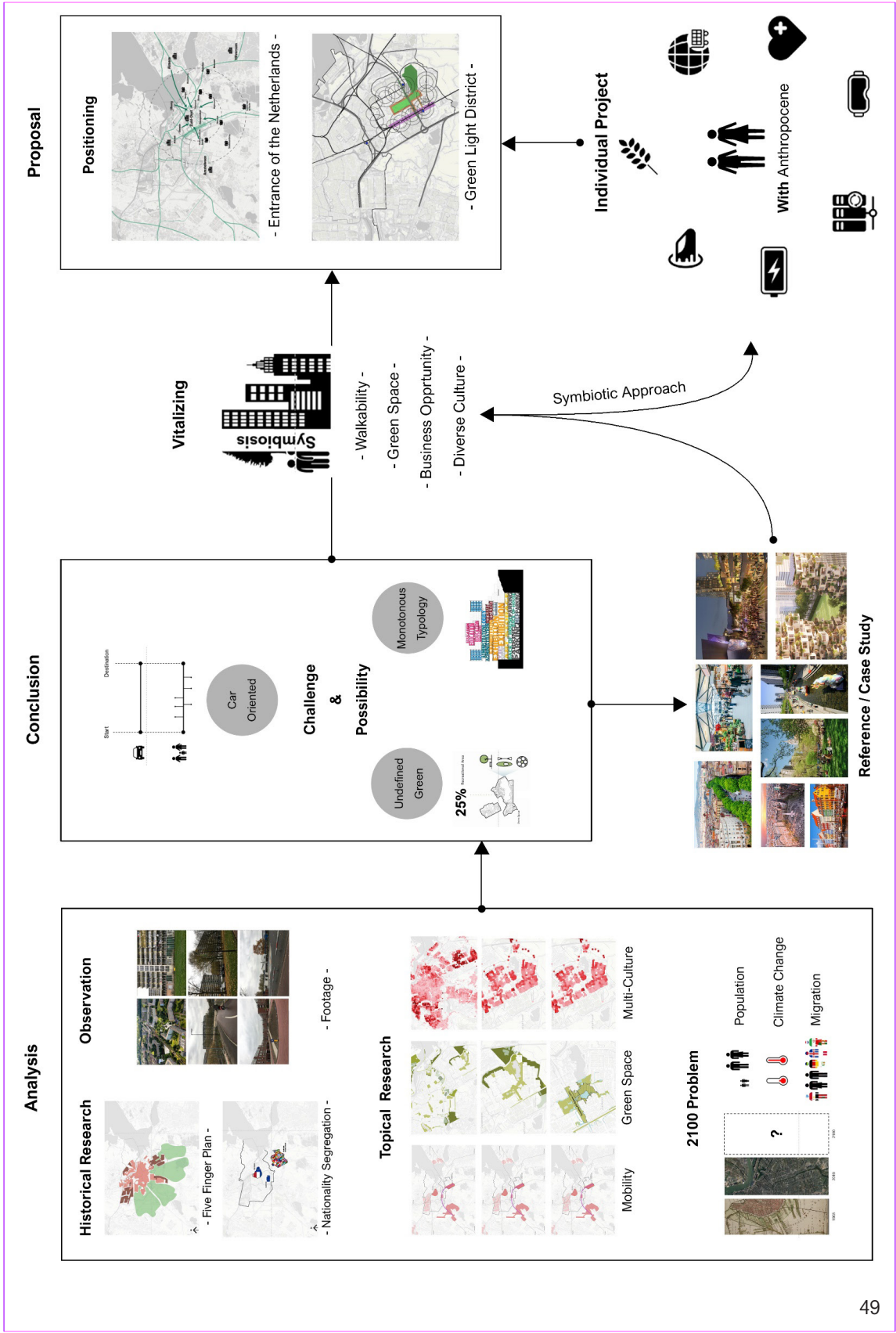
GAASDEPDAAN 6 TELLOE HAIDELE PAER

ZUID-OOST 2100

Master Plan



.....
Zuid-Oost

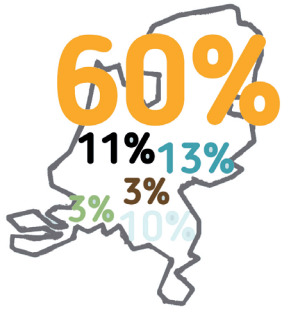




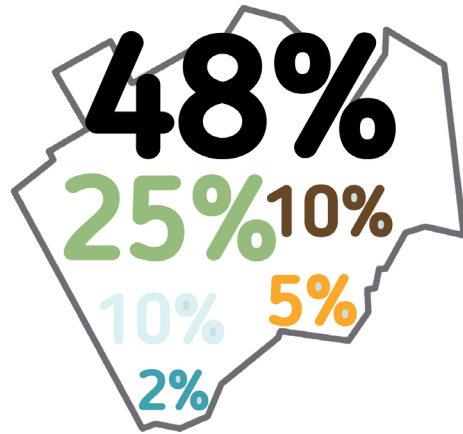
Possibility of Zuid-Oost

Land Use Data of Zuid-Oost Region

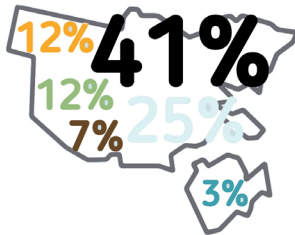
The Netherlands



Zuid-Oost



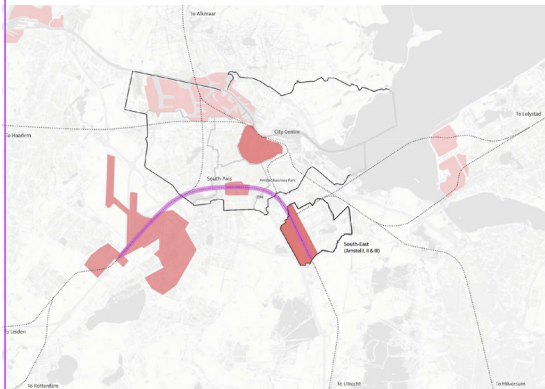
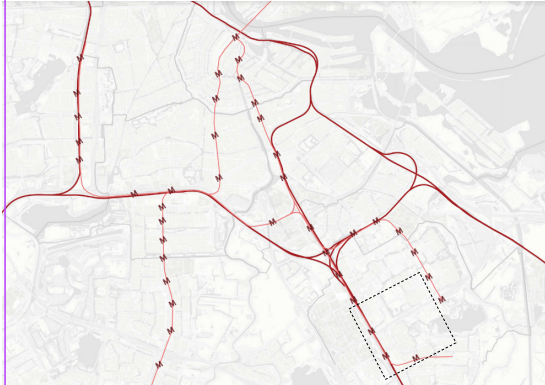
Amsterdam



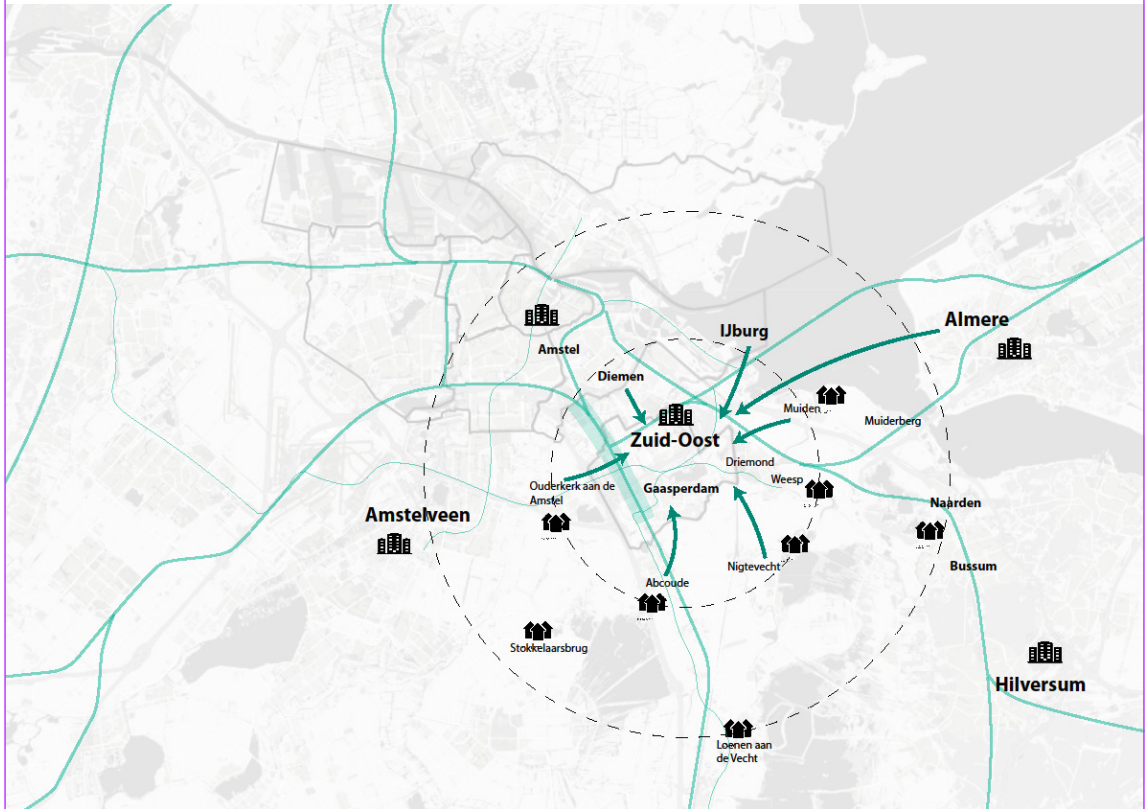
84,000

- Agriculture
- Urban Area
- Landscape
- Water
- Infrastructure
- Recreational



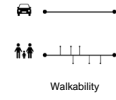


Thematical Research of Zuid-Oost

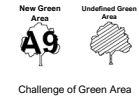


Gegraphical Role of Future Zuid-Oost

Mobility Analysis



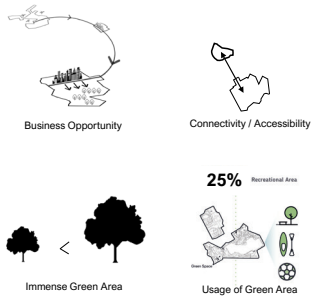
Green Space Analysis



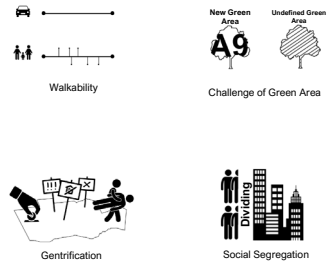
Societal Analysis



Possibility



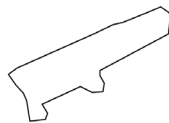
Challenge



Rembrandt Park



Vondel Park



Musee Park



Sarphati Park



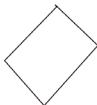
Artis Zoo



Ooster Park



De Nieuw ooster

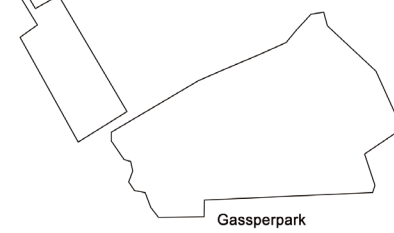


Park Frakendael



Amsterdam Centre / Amstel

Nelson Mandela Park



Gassperpark

Amsterdam Zuid-oost

Potentials and Challenges in Zuid-Oost

Zuid-oost has been one of the unfavored neighborhoods among the Netherlands. Even though the initial plan of this urban area was not supposed to be like current situation. The region is a new attempt to bring new residential typology following the radiant city of le corbusier. However, due to several geographical occasions, it have become something else than they expected. There are several misunderstanding in the zuid-oost area. High-rise residential didn't fit in to dutch culture and wide road systems for vehicle wasn't attractive as much as amsterdam's small and human scaled road profile.

However, there are also good and unique elements in the region. Since majority of people are having foreign backgrounds and it will give the city a good foundation for exotic culture and life style. It make dutch people leave the city but also it become a proper place to have its own uniqueness. Thanks to high-rise development, it has the vast area of green public spaces compared to other regions in Amsterdam. In highly densed Amsterdam region, it is hard to make this amount of green area for public.

Therefore, the city has potentials in terms of green areas and exotic cultures but also has challenges that how any intervention can make the region to recover its reputation and combined together with other Amsterdam region with its own unique geographical importance.



Master Plan

Through analysis, it was possible to find geographical importance of Zuid-Oost, Schiphol Corridor which has high connectivity with the airport and the government intention to develop this line with innovative business. Therefore, it is evident there will be huge business district's development. Meanwhile, it is important to keep the region's advantage that the vast area of green public space which can serve as sports place and event places and introducing the mixed-use residential type. Eventually, the master plan is to establish where high-tech business and natural vibe are breathing together in highly urbanized area.



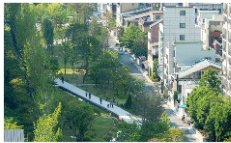
Sport Activity



Culture Event



Diverse Typology & Mix-Used



Promenade Green Space



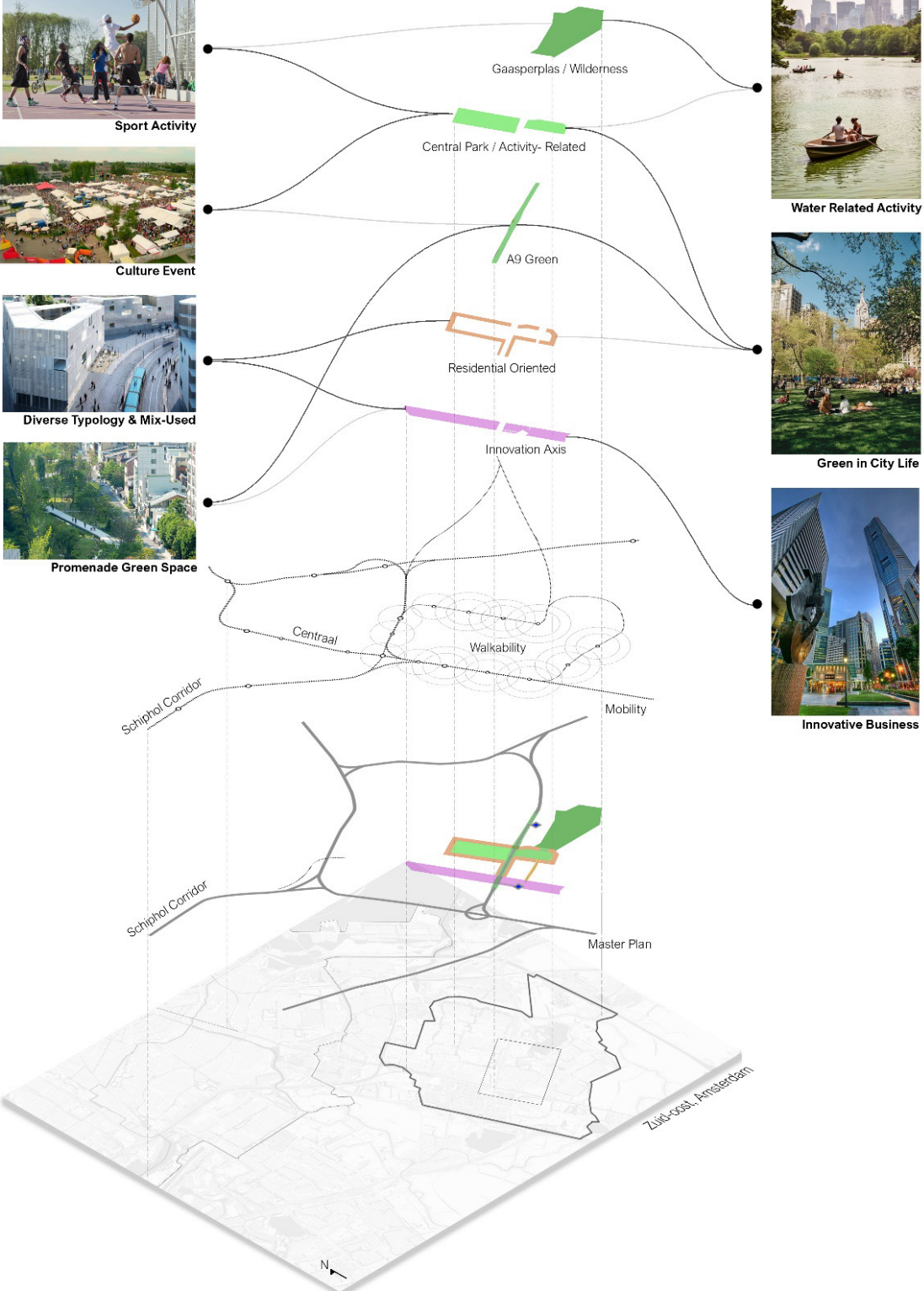
Water Related Activity

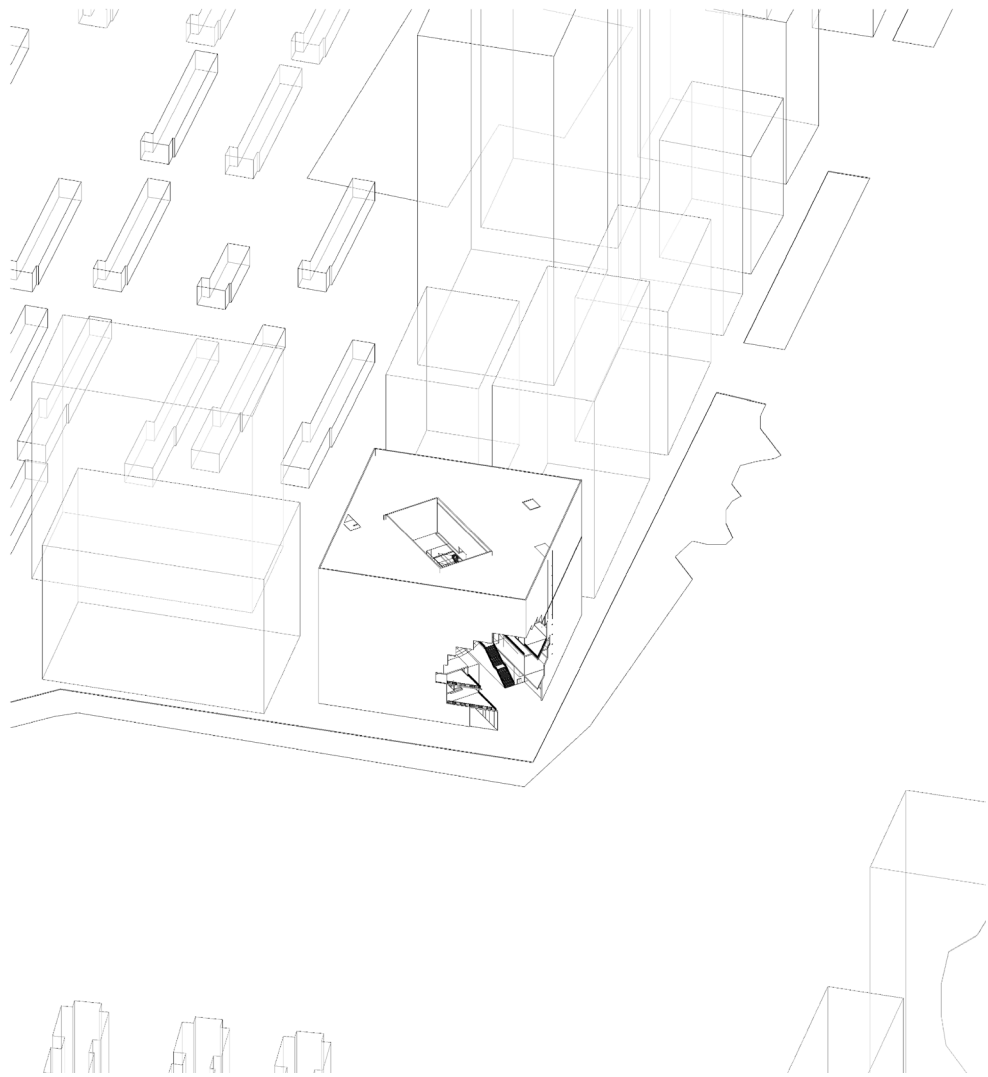


Green in City Life



Innovative Business

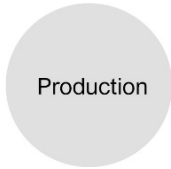




Design Proposal

- Concept
- Site Analysis
- Design Process
- Experience

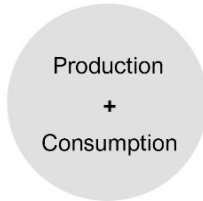
Vertical Farming



Distribution



Food Hub

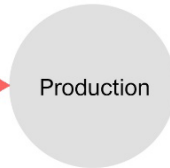


Market
Restaurant
Cultural Space
...

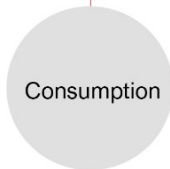
Being Defined



Mass Customized Food Hub

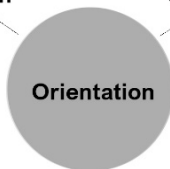


Pilgrimage



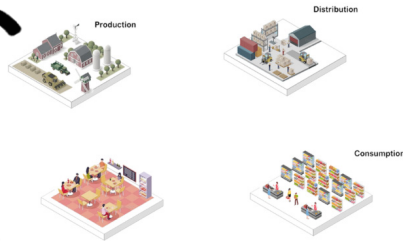
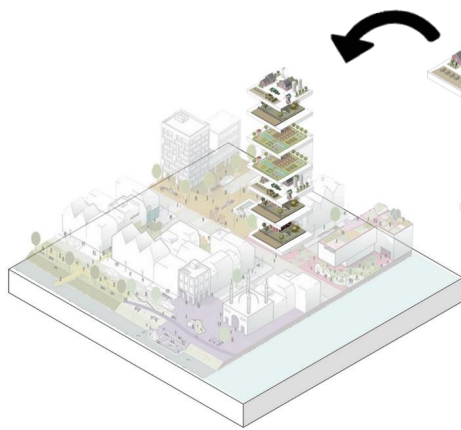
Health

Society



Person

Defining

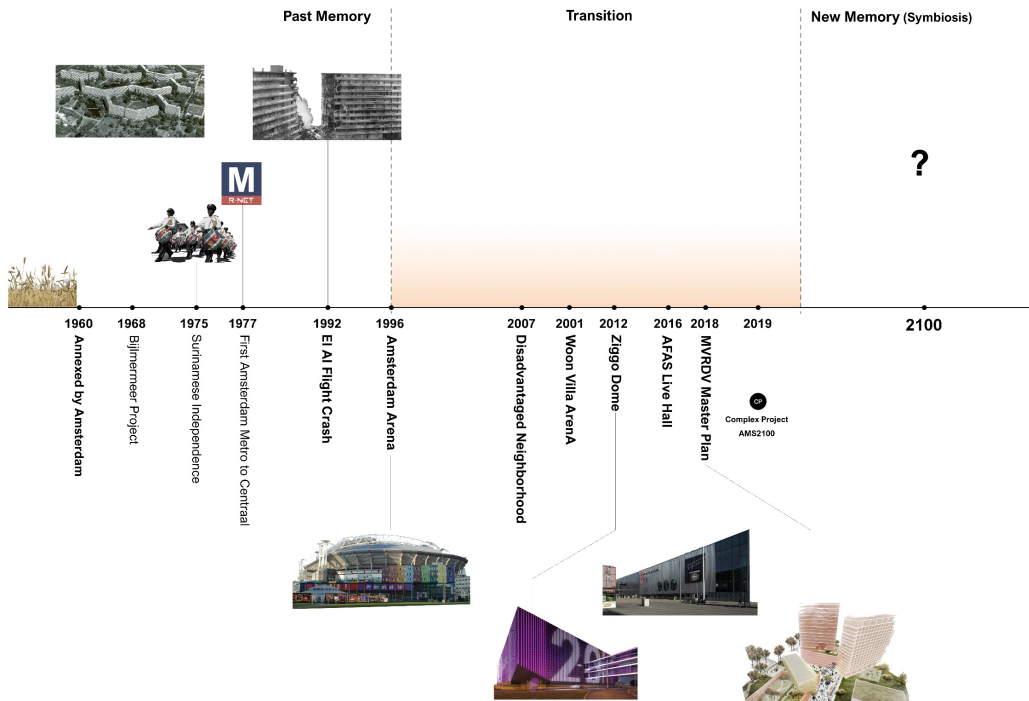


Production + Distribution + Consumption + Execution

Concept - Urban Industrial Foodscape

Have seeing other case studies, even though new designs tried to introduce vertical farming technology in urban context but there are still areas that people cannot have choices. The design proposal will allow to people choose their food from production way to crop types and it will encourages sustainable food culture and small exotice cultures as well. In the future, cities will need its own food production building and related public space where peopl can learn about the new technology, exchange from knowledge to cooking recipe and digiterian culture to others.

It will be totally different environment to one that we usually think of agricultural area. There will be no soil of farm, it will not need sunlight. The building itself will become farmlands and it will represent human understanding toward nature. Required elements will be only produced to supply foods to the city with exact amount of resources in closed ecology. Therefore, it is dear to provide industrial atmosphere and new technological experience zones for public. Food will not be a gift from nature. It will become manufactured results of human understnading in 2100.



Site Analysis

The Zuid-Oost region has been an outsider among Amsterdam region. It was accelerated since Suriname's independence and increased inflow of population from Suriname. It became arrival city where it provides opportunity to foreigners to adapt to the country and its culture. However, increased crime rates and unfavored neighborhoods, those left unforgettable reputation on the region. But, having looked recent governmental development in the region, it is clear to see it is trying to change its reputation by using collective memory-based events such as stadium for sports events and music hall for concerts and shopping areas. Therefore, it becomes important to introduce a proper event for encouraging the trend and public reputation.

Using the proposal as a anchor and link program between existing activities such as Mandela Park and Gaasperplas (Water related activity zone). The location will be perfect place to connect neighborhoods and different urban events.

Concert, Sports Events



Shopping



Outdoor Activity

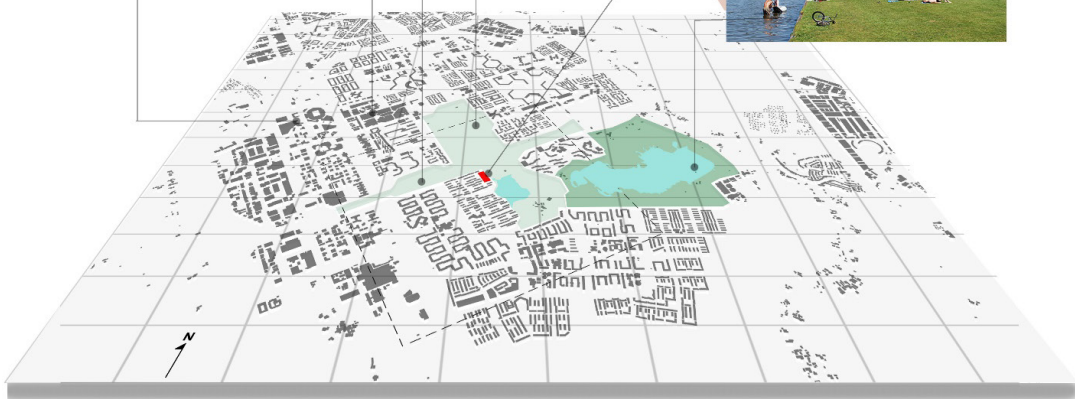


Water-Related Activity



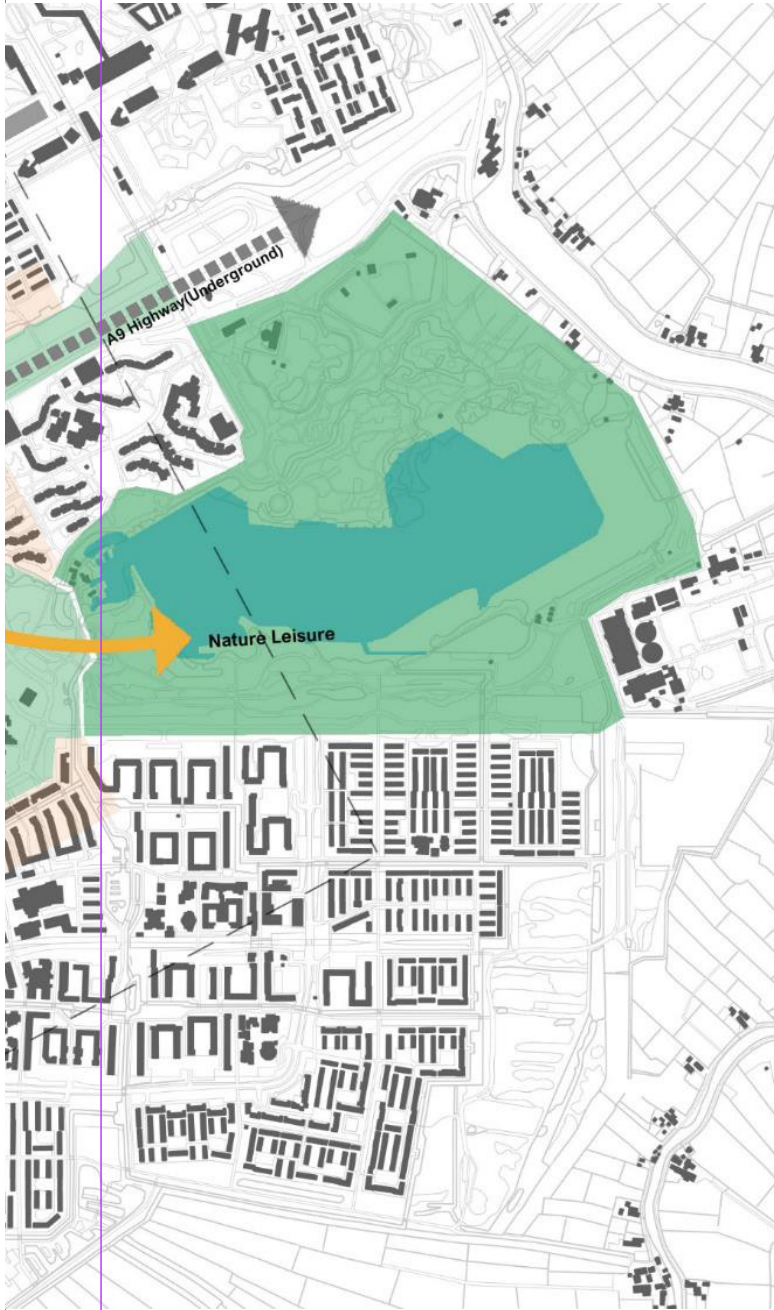
Food Culture Event

SITE



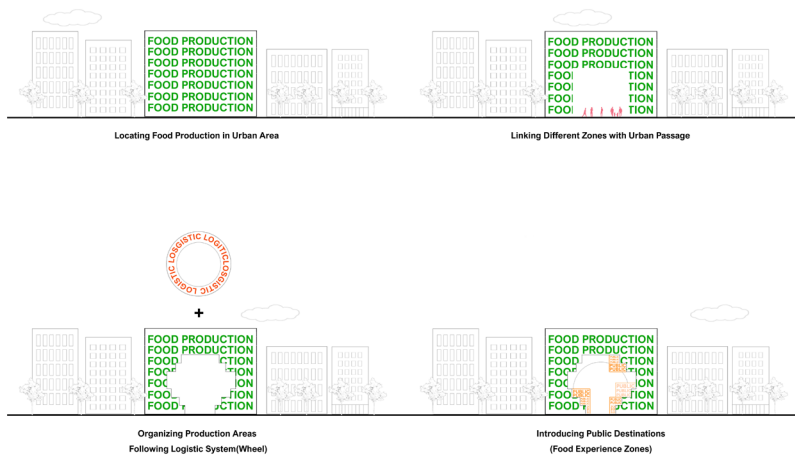


The proposal will be located on the border of huge green area and it will link two different food production zones which are schooltuin and urbanfarming zone which used to be single story dutch housings and it is closed to tunneled A9. So, there is advantage for logistic purpose.



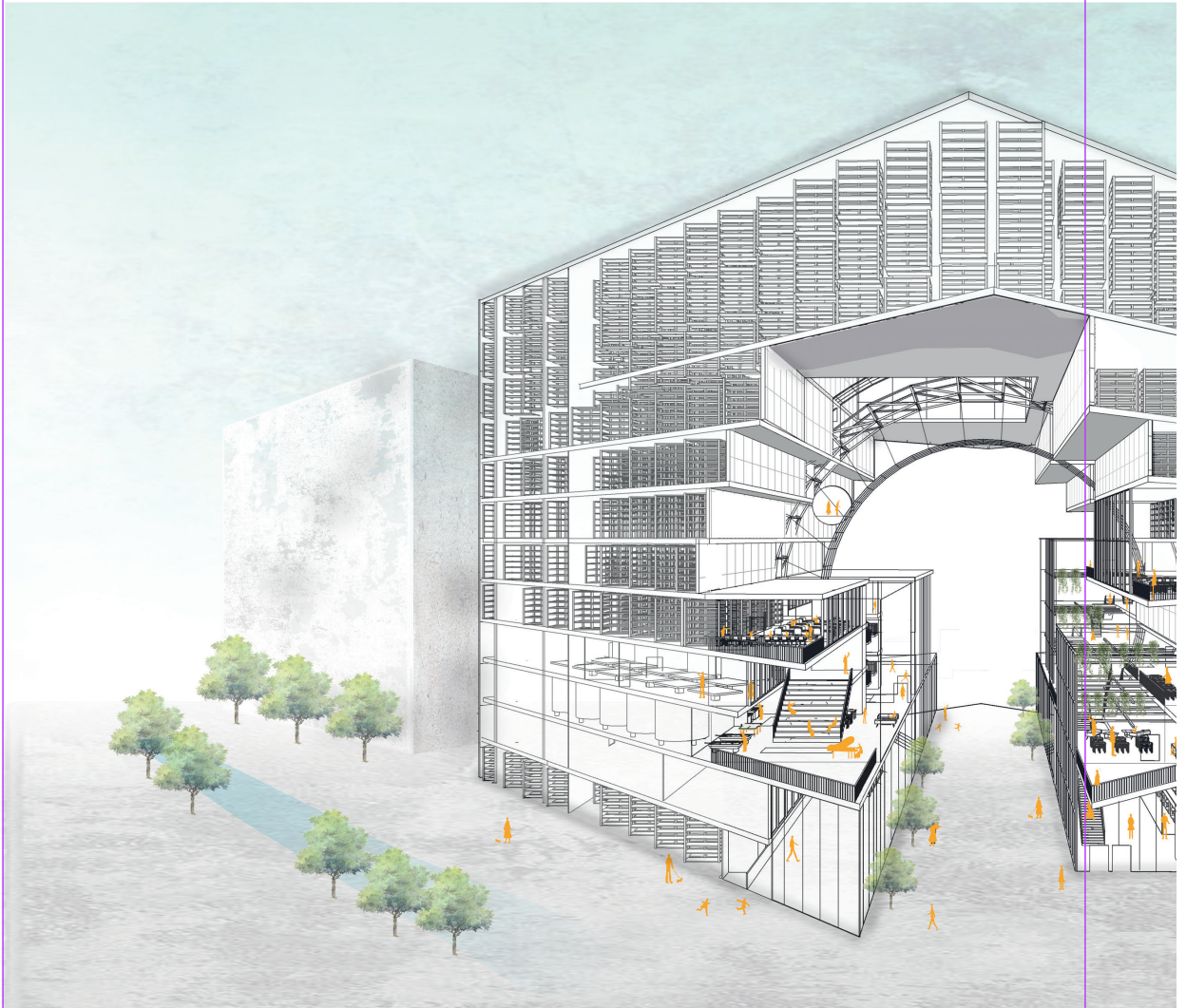


Design Process

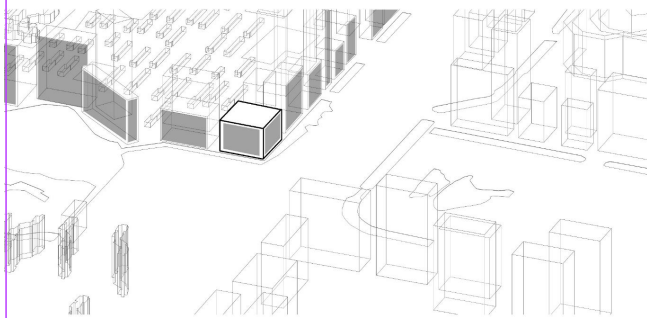


The main idea of the project is to suggest urban integrated food experiencing zone where people can be aware of food production status, new agricultural science and related activities in their daily lives. While the building let its space to be integrated with urban texture, it provides industrial spatial atmosphere for agriculture business.

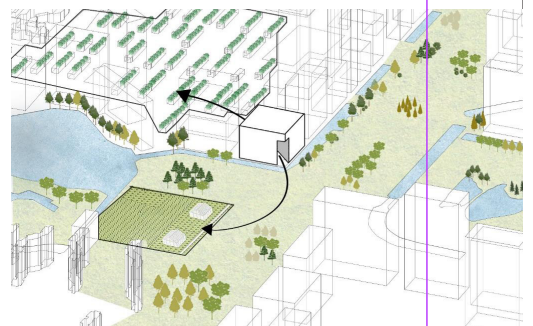
Integration with Urban Context

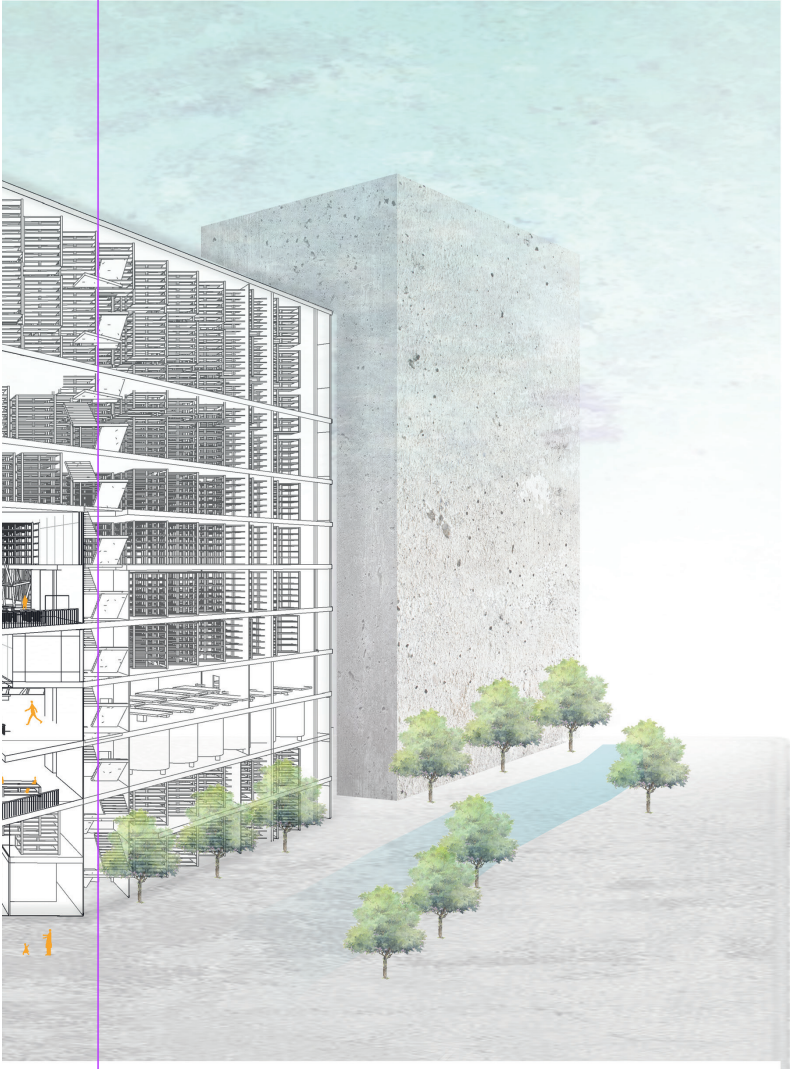


1. Following the Master Plan

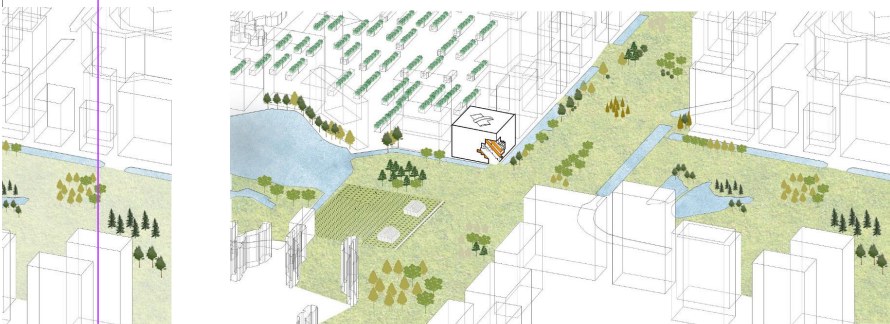


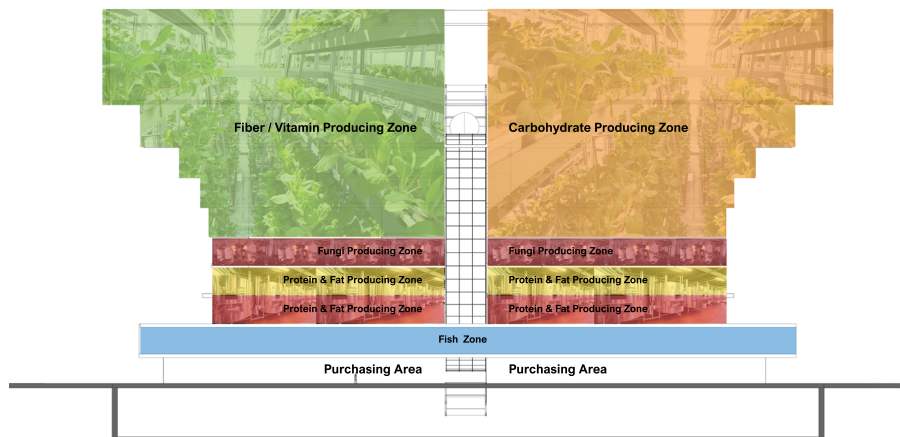
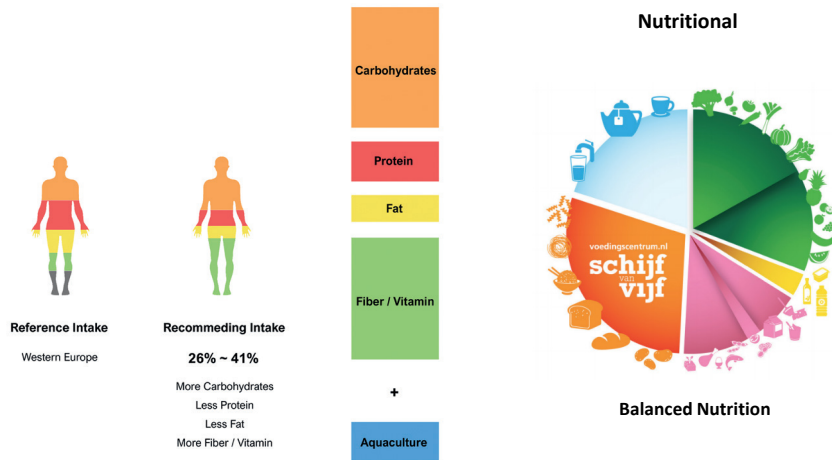
2. Linking Two Different Zones





3. Making Introvert Destinations



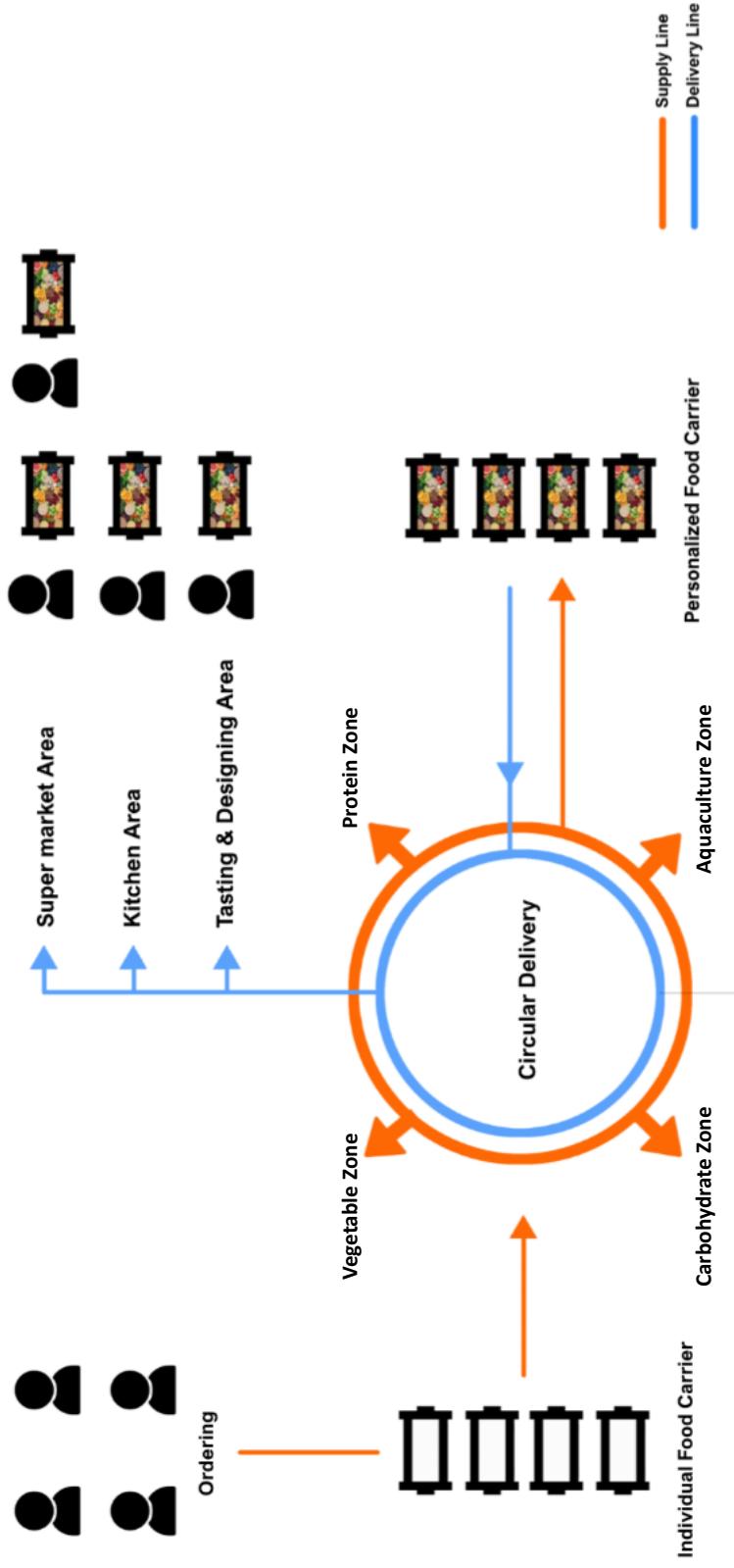


Architecture and Public Health

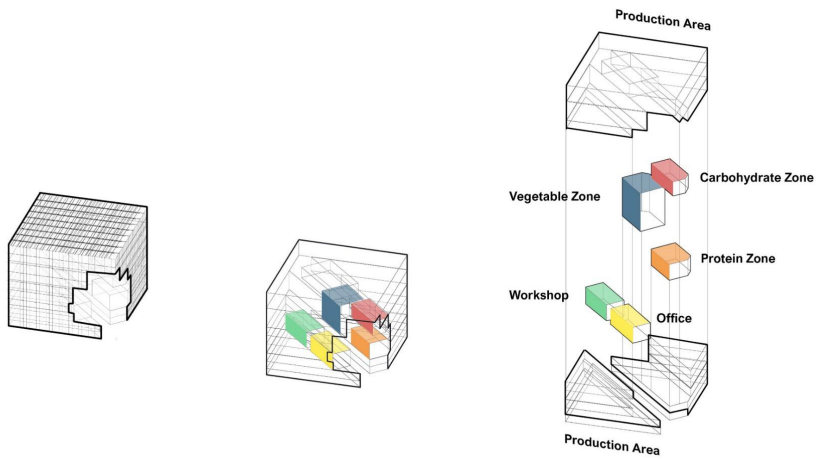
There has been no building for food production and selling together but the new trend will make it possible in urban context. The notion on foods will become about nutrition value and based on that, building should be able to symbolize and encourage public's balanced diets.

While encouraging public health by producing adequate amounts of nutrients, it will provide mechanical aesthetic such as beauty from engine or mechanical objects. It is showing shapes as it should be and make harmony between different elements in terms of systems.

Typical System Diagram



Perspective and Space Organization



Using production areas as envelop, facade material gives opportunity to organize introvert food experience zone where people can experience contrast atmosphere to outdoor vast green open space meanwhile the project does not lose constant interaction with urban context with urban center passage,

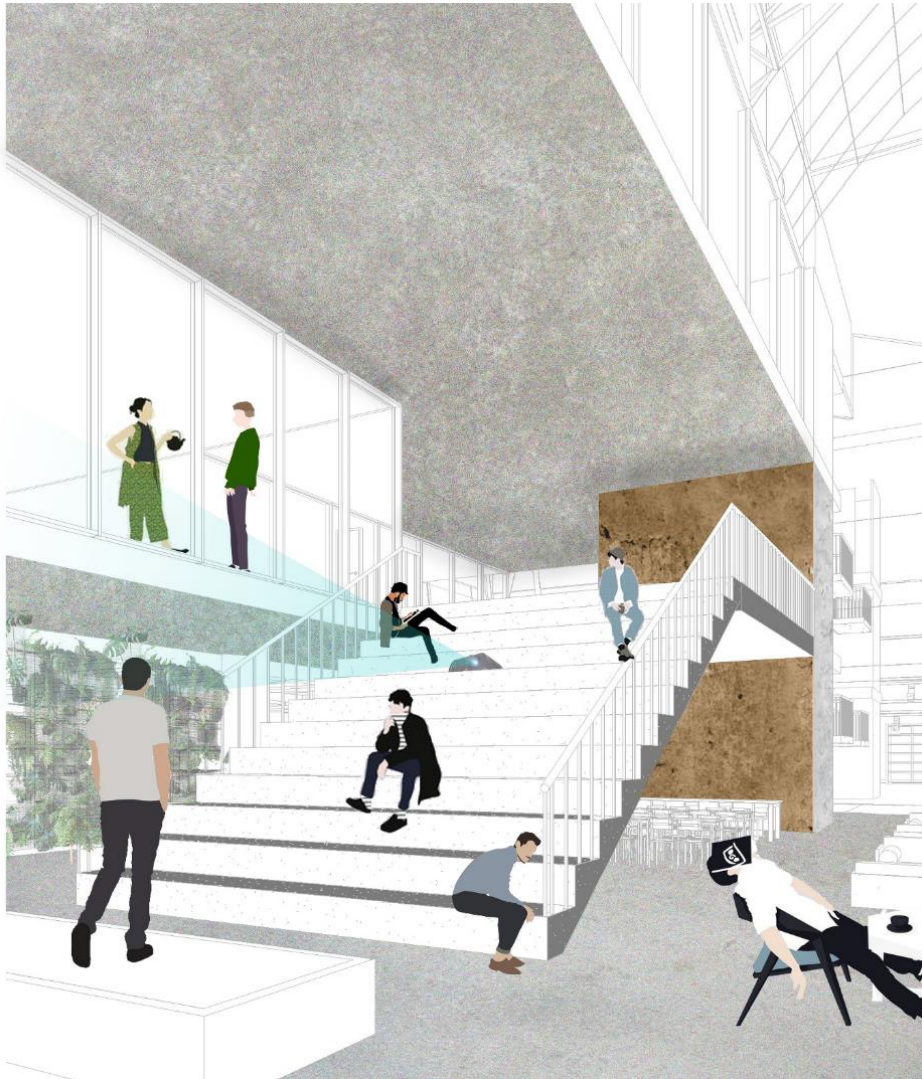


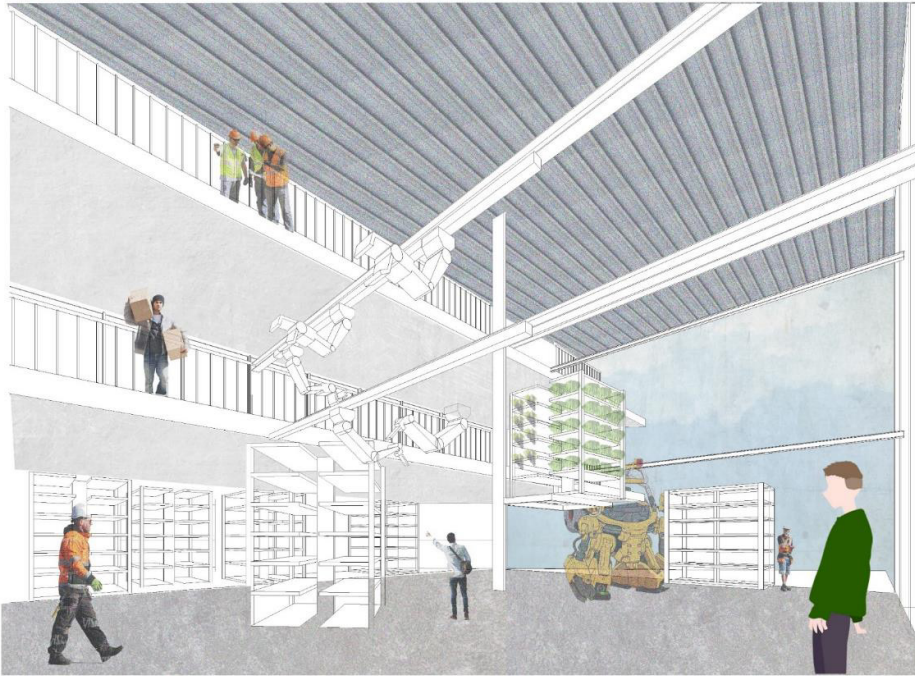








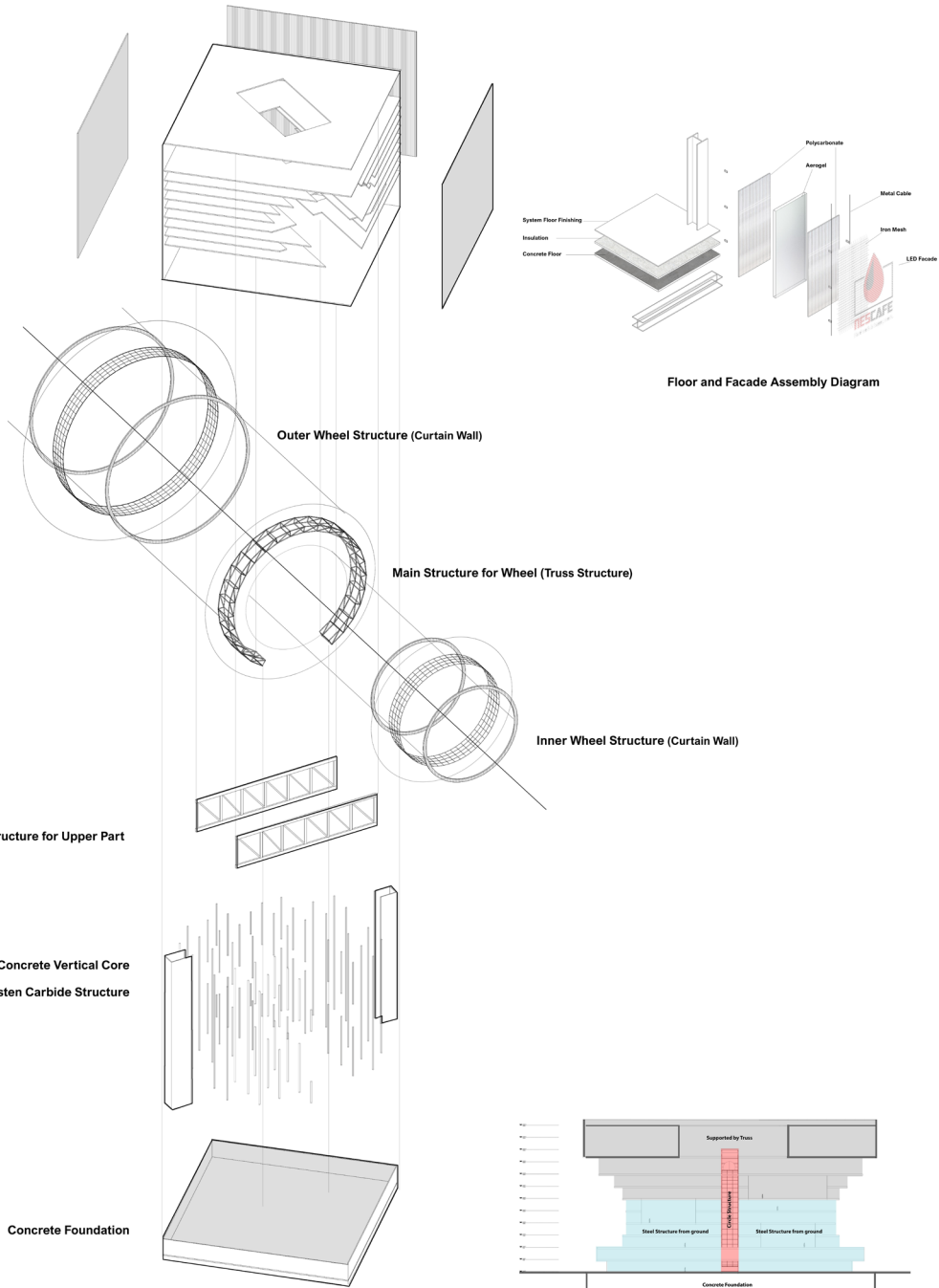




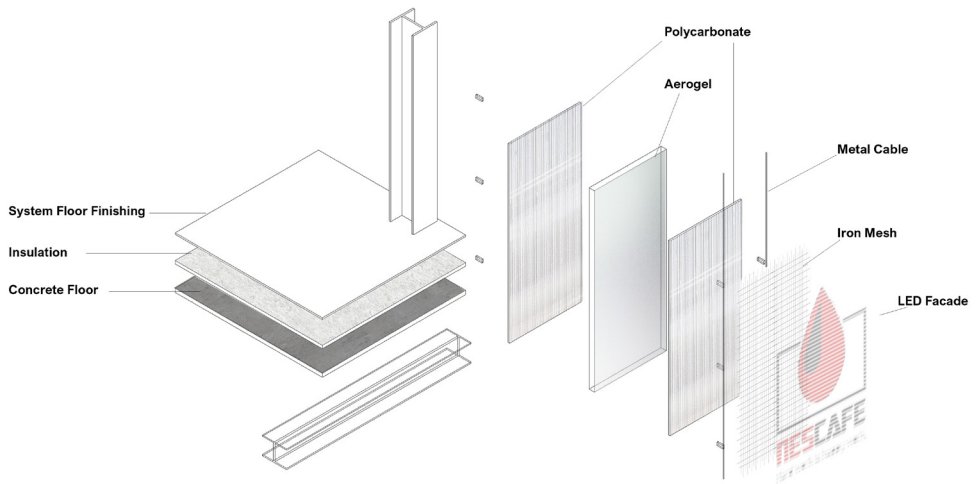
Structure Diagram

Secondary Structure Scheme

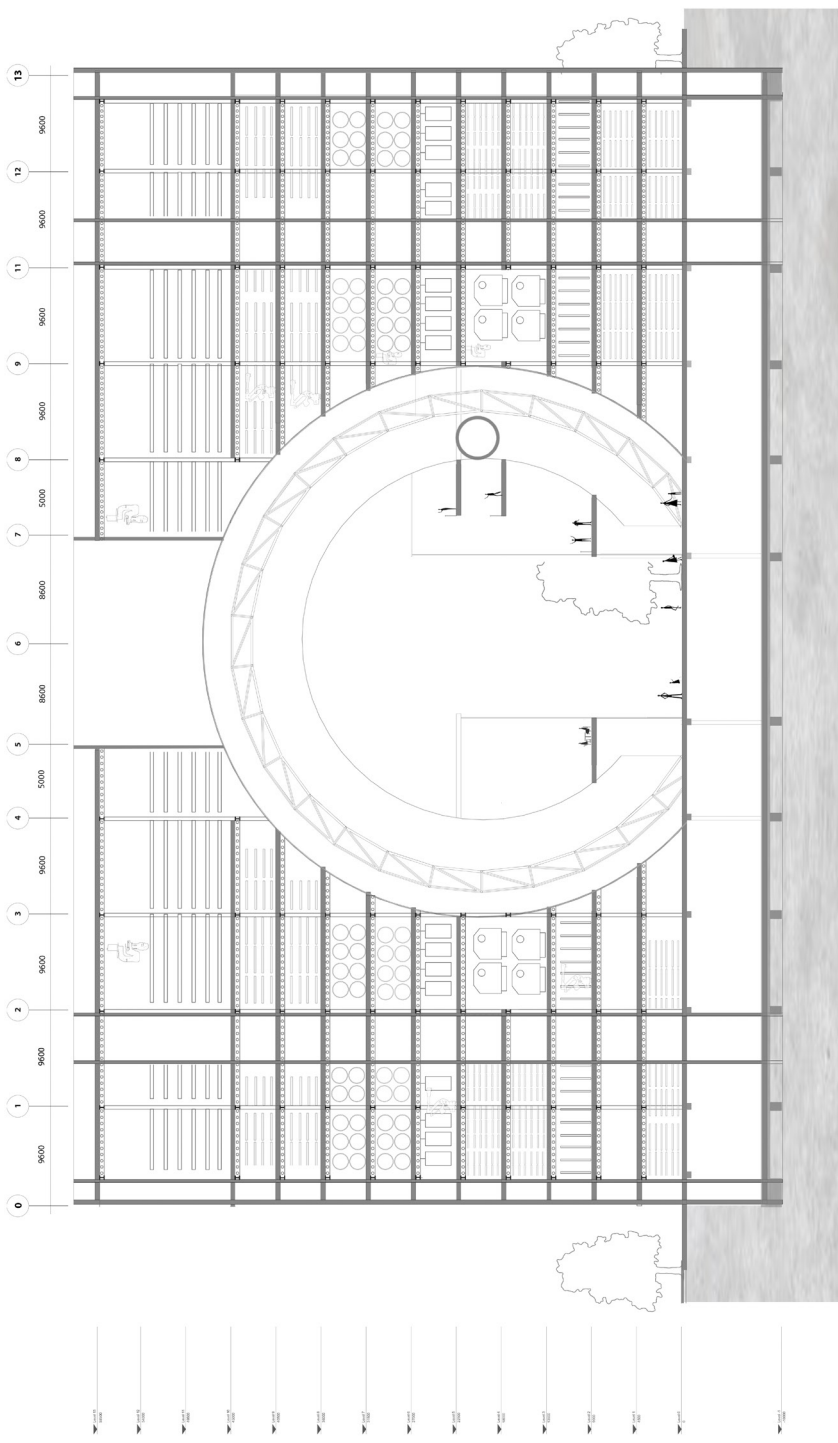
4718860 Joon Hyung Park



Facade Element







Source: British Nutrition Foundation (BNF)

Source: Washington Apple Commission

Source: www.cdc.gov/niosh/updates/upd-11-04-15b.html, National Institute for Occupational Safety and Health (NIOSH)

Source: Economic Structure and Agriculture Productivity(2012)

Source: Projection of UN population division(2015)

Source: UN, food and agriculture organization(FAO)

Source: www.unwater.org, FAO, Agriculture trends and challenges

Source: www.cuesa.org, CUESA (Center for Urban Education about Sustainable Agriculture)

Source: FAO, World Agriculture towards 2030/2050

Source: www.internetgeography.com
FAO, Damage&Losses from climate-related disasters in agricultural sectors

Source: Sir George Clausen, R.A., R.W.S. (1852-1944), Hoeing Turnips, <https://www.kickstarter.com>

Source: Data center of Carastro&Associate, Vertical farm in Kameoka, Japan

<https://www.992471915.com/projects/992471915/digital-farm-lab>