Food Paradise
a market hall on Dam square
Content

1. Location
2. History
3. Logistics
4. Research
5. Concept
6. Design
History - fishing harbor on Dams square - 1657
History - market on Dam square - 1604
History - Chaos at the old market of Marnixstraat where wholesalers and market gardeners were trading with each other from 1895 to 1934.
History - Aerial photograph of the market halls in 1952. At the opening the Centrale Markt was the biggest building in the Netherlands.
Logistics on the scale of the city
“Around the world, collapsible white tents, easily set up, folded up and transported, mark full-day or half-day open-air farmers’ markets, easily held in a plaza, parking lot, empty site or street closed to traffic. In many cities, markets are also held, every day, in handsome market halls and sheds. Not only are customers and vendors protected from the weather, and not only do the buildings offer a wide array of products and activities, but the architecture and permanence of a market contribute to the character of the area and possibly the entire city.”

Karen A Franck, Food for the City, Food in the City
Research - Spitalfields Market, London - stalls without roof
Research - Borough Market, London - identity and presentation stalls
Research - Borough Market, London - disorder is a quality
Research - Borough Market, London - delicious food everywhere, ready to go
Research - Borough Market, London - every merchant presents in their own way, food is the focus
Research - Borough Market, London - Flowers
Research - Place Djemaa el Fna, Marrakesh, Morocco - The dynamics of a market square with its continuous transformations
Concept - Dam square continues into the building
Concept - Split level floors to create a continuous vertical market, built like a rack.
Concept - diversity of high quality, fresh food
Concept - Escalators to efficiently circulate the customers through the different market floors
“The terms ‘raw’ ‘medium’ and ‘well done’ are conventionally used to describe the state of food.

The application of these expressions to describe design, while unorthodox, can be useful in a typological analysis of architecture imbuing the reading with a sensory and material focus.”

Rachel Hurst & Jane Lawrence, Raw, Medium Well Done: A typological Reading of Australian Eating Places
Design - Section

bathroom

loading/unloading (flower market)
meat, cheese & dairy market
fruit & vegetables market
bakery

fish market & sushi
loading/unloading (flower market)
meat, cheese & dairy market
fruit & vegetables market
bakery
fish market & sushi
loading/unloading (flower market)

fresh nuts
Design - Section

- pattiserie market & café
- meat, cheese & dairy market
- fruit & vegetables market
- fish market & sushi
- loading/unloading (flower market)
- oriental market
- chocolate
Design - Section

- Patisserie market & café
- Oriental market
- Meat, cheese & dairy market
- Fruit & vegetables market
- Fish market & sushi
- Restaurant
- Chocolate
- Fresh nuts
- Loading/unloading (flower market)
- Bakery
“Like a well-composed salad, which uses raw and fresh ingredients, the condition suggests immediacy, both of materials and assembly. There are no hidden elements or processes, and the success of the whole relies on its clarity and down-to-earth quality.

Rachel Hurst & Jane Lawrence, Raw, Medium Well Done: A typological Reading of Australian Eating Places
Design - Dimensions of a crate

- **crate**
  - Width: 40cm
  - Depth: 60cm
  - Height: 23.5cm

- **pallet**
  - Length: 1.2m
  - Width: 1.2m
  - Height: 2m

- **freight elevator**
  - Width: 1.8m
  - Height: 2.9m
Design - Ground floor - Early morning, loading and unloading the trucks
Design - Ground Floor - Loading and unloading area transforms into a flower market.
Design - Flower Market - the tiles of Dam square continue into the building
Design - Flower Market - the tiles of Dam square continue into the building
“Food has been sold on the street every since people have lived in town settlements. Encouraging social exchange and interaction, the public consumption of food brings vitality and conviviality to urban life.”

Karen A Franck, The City as Dining Room, Market and Farm
Second Floor

Storage/Support kitchen

Market (Fish)

Sushi Bar

Warm Snacks

exit

Design - Second Floor - Fish Market and Sushi bar
Every Market Hall can be experienced from two levels.
Design - Third Floor Impression - Every Market Hall can be experienced from two levels
Third Floor

Market (Cheese, Meat, Dairy)

- Stall 03.01
- Stall 03.02

Fresh Dairy Products

Meat

Dow

UP

cold store

Daily fresh burned nuts Shop

exit
Design - Third Floor Impression - looking down on the second floor market hall
Design - Third Floor Impression - Cheese, Meat and Dairy Market
Design - Third Floor Impression - by opening the big sliding doors a direct connection is created with Dam square
arrangement of markets could change according to the demand
Reference - Lacaton & Vassal - architecture school in Nantes
Facade - experience from inside
Facade - Gutter
Facade - Gutter
Facade - Climate design

Restaurant
Support kitchen
Chocolatier
Open Kitchen
Fresh Nuts shop
Support kitchen
Storage (stalls)
Garbage
Loading/Unloading/Flower market
Fish Market
Oriental Market
Facade - Climate design

- Office
- Support kitchen
- Croqueterie
- Open kitchen
- Fresh Nuts shop
- Support kitchen
- Storage (stalls)
- Garbage
- Loading/Unloading/Flower market
- Fish Market
- Oriental Market
- Restaurant
Fifth Floor

Café

Market (Pastry Bakery)

Chocolatier Workshop

exit

Chocolatier (Marcolini)
Sixth Floor

Design - Sixth Floor - Restaurant
Design - Fifth Floor - Romantic and exclusive dining places overlooking the centre of Amsterdam
Design - Fifth Floor - Overview of the restaurant with an open kitchen where all the mouthwatering dishes will be prepared.
“We have needed food in cities not just to eat to keep alive, but to symbolise our relationship with the town through rituals and feasting at the heart of urban space.”