space of marketplace

space for marketplace

in the city of Warsaw
space of marketplace

01. Historical background
02. Problem statement
03. Case study - Empirical research
04. Research conclusions

space for marketplace

01. Location
02. Concept
03. Program
04. Structural design
05. Climate design
06. Architecture
Warsaw

area: 517 km²
population: 1,71 mln
Warsaw - global city
pl. targowisko and pl. bazar (from pers. bāzār)
a permanent enclosed merchandising area or street of shops where goods and services are exchanged or sold
Historic markeplaces in Warsaw
Permanent urban marketplace

Function | Social aspect | Cultural meaning
Research question

What **spatial qualities** determine the **attractiveness** of contemporary marketplace, resulting in **vibrant public space**?
Project location
Existing permanent marketplaces
Examples chosen for case study
Case study marketplaces
Typology of units
Interaction with the product
The urban interior
Research conclusion: spatial qualities of marketplace

1. border condition / direction of growth
2. human scale
3. spatial strategy based on routing
4. flexible structure responding to surrounding conditions
5. character based on diversity
6. roof as a necessity
Reasons for choosing marketplace

Function | Social aspect | Cultural meaning

- Low Prices: 24.5%
- Broad Choice: 20.7%
- Good Quality: 18.5%
- Nearby Home: 14.4%
- Other Reasons: 14.2%
- Convenient Drive and Parking: 12.2%
- On occasion other shopping: 9.2%
- Because of habit: 5.4%
- Other: 2.9%

source: Journal of Agribusiness and Rural Development, 4(10) 2008, 5-16
Public space

Function | Social aspect | Cultural meaning

- publicly used
- publicly known
- publicly owned (?)

actors:
- local community members
- merchants
Land value

REAL ESTATE INVESTOR INTENTIONS 2012
by Peter Damesick, EMEA Chief Economist

"WHICH CITY IN EUROPE DO YOU BELIEVE TO BE THE MOST ATTRACTIVE?"

Source: CBRE Real Estate Investor Intentions Survey 2012

London
Warsaw
Paris
Munich
Berlin
Dublin
Hamburg
Stockholm
Madrid
Frankfurt
space for marketplace in the city of Warsaw
Project location
Old market hall
The site over time
“We want real marketplace”
Concept
Building forming a roof over public space

São Paulo Museum of Art
arch. Lina Bo Bardi (1968)
Combining market with other functions

Markthal Rotterdam
arch. MVRDV (2014)
Open structure of the marketplace

Of course, it is difficult for a market of many shops to get started—it is hard to find a place and hard to finance it. We propose a very rough and simple structure in the beginning, that can be filled in and improved over time. The market in the photo, in Lima, Peru, began with nothing more than free-standing columns and aisles. The shops—most of them no more than six feet by nine—were built up gradually between the columns.

A market in Peru . . .

. . . began with nothing more than columns.
Open structure of the marketplace
Open structure of the marketplace
Marketplace floor plan
Underground parking
Offices
Residential courtyard
Typical housing floor plan
Housing unit
Housing unit
Expanded metal mesh facade - examples
Trading arcades in Poland
Front facade