CONNECTING THROUGH FOOD

RMIT MIXED PROJECTS STUDIO
P4 PRESENTATION
Connecting through food
Market Hall as a connecting point between diverse neighbourhoods
Connecting through food | Market Hall as a connecting point between diverse neighbourhoods
SOacial Aspects

Western Neighbourhoods

Higher percentage of:
- Non-Dutch, non-EU immigrants
- Inhabitants inconvenienced by youths

Eastern Neighbourhoods

Higher percentage of:
- New city dwellers
- Inhabitants with higher education level
- Sole proprietorship

Experience of Inhabitants

Discrepancy in experience of social cohesion

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FUTURE FOR AMSTERDAM WEST

CURRENT
- industrial area along the IJ
- FCA exceptional industrial area within residential area
- special enclave which mediates the different communities

FUTURE
- Industrial port area replaced by mixed living/working district
- Existing industries moving further West
- Shrinking of Food Center
- Amsterdam West area predominantly residential

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CURRENT PROBLEMS
-fenced-off area
-internal orientation of buildings, little relationship with surrounding neighbourhood
-alignment of buildings along the bank
-weak relationship with water

Fenced area

Buildings aligned along waterfront like a wall

Section across neighborhood and FCA area

FCA: a closed-off area

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- Closed off ‘island’

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BACKGROUND

- architect: Nicolaas Lansdorp
- completion: 1934
- privatization after 70s
- in use until: 2009
- decision of owner to tear down the building was opposed
- controversial decision of municipality to save the building by listing it as national monument

Overview of Market Hall, 1948

Market Hall looking towards the North, 2009

Sunday Market, Open day of Food Center, 2012

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ANALYSIS

ARCHITECTURAL STYLE

- Architectural style of N. Lansdorp: no specific style, influences from different movements

SOCIAL SIGNIFICANCE

- Meaning of the building determined by the cultural memories it contains

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BERLAGE

Stock exchange market, Amsterdam, Berlage, 1903

AMSTERDAMSE SCHOOL

Het Schip, Amsterdam, Michel de Klerk, 1920

Going to the market, a way of everyday socialising

Rally point for 1946 February strike, 1946

Memorial of Jewish wholesalers
## BACKGROUND

### CHANGES MADE TO THE BUILDING

- 1st floor gallery
- northern lower block
- clock tower
- renovation of roof

### SITE ANALYSIS & VALUES

**Architectural analysis & values**

- Changes made to the building:
  - 1st floor gallery
  - Northern lower block
  - Clock tower
  - Renovation of roof

**Background**

- View of 1st floor gallery from hallway, 1953
- Northern lower block, 1934 (demolished)
- Old drainage duct (left) new duct (right)
- Clock tower, 1934 (demolished)
- Extension and covering of gallery, present

**Connecting through food**

<table>
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ARCHITECTURAL VALUES

INTERIOR EXPERIENCES OF SCALES
- through detailing of the facades
- from monumental to human scale

MONUMENTAL

VERNACULAR

HUMAN SCALE

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ARCHITECTURAL VALUES

EXTERIOR EXPERIENCES OF SCALES

- through detailing of the facades
- monumental and human scale

MONUMENTAL

HUMAN SCALE

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ARCHITECTURAL VALUES

EXPERIENCES OF SCALES

- organisation vs structure
- airy light vs close and massive
- stacking of small rooms work together to support the roof

outward thrust transferred down concrete skeleton

connection of roof construction to side wall

construction of hall space

massive construction of side walls
ARCHITECTURAL VALUES

ASPECTS TO BE IMPROVED

- Closed shell
- Long monotonous corridor
- Lack of insulation layer
CONCEPT

CHOICE OF PROGRAM

- Bring people of different backgrounds from different neighborhoods together
- Continue identity of food industry
- FOOD as the connecting element
- Re-establishing relationship of Market Hall with its neighbourhood

Connecting through food

Come together.
Connecting with food.
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CONCEPT

- Programs concerning different aspects of food
- Community: from personal well-being to sharing and establishing interactions
- Culinary School: Providing vocational training as well as attraction in the district

COMMUNITY CULINARY CENTRE
INTERVENTIONS

ADDITION OF FLOATING TUBES IN MAIN HALL

- connecting both sides of the building
- experiencing the hall in a way of overlooking the activities
- visual connection between layers
- main hall acting as the vibrant heart of the building
RELATIONSHIP WITH SURROUNDINGS

Pedestrian and bikes from Western neighbourhood

From city centre

Enter bar

Enter restaurant/ cafe

ExPERIENCE THROUGH THE HALL
different functions unfold along the way

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RELATIONSHIP WITH SURROUNDINGS

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**FROM EXTERIOR TO INTERIOR**

**EXISTING SCALES**
either large or small

**NEW ELEMENT**

- Small
- Medium
- Large

**JOURNEY THROUGH SCALES**
Exterior -> Hall (L) -> New volumes (M) -> side rooms (S)

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Programs in new volumes:
- **Small**
- **Medium**
- **Large**

Possible interventions:
- Possibility of adding medium-sized programmes

Types of groups:
- Solitude
- Original
- Party
RELATIONSHIP BETWEEN PROGRAMS

NEW VOLUME AS SPATIAL DIVIDER
- floating volumes defines communal and school functions

NEW VOLUME BRINGS PROGRAM TOGETHER
- new volumes can be used as communal space
RELATIONSHIP BETWEEN PROGRAMS

INVERSION OF CIRCULATION
-a change in circulation between inward-looking and outward-looking circulation defines the change in program

POINTS OF TRANSITION
- Look out point at the end of the tube volume
- Related the adjacent community centre and school functions

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DIMENSIONS OF NEW VOLUMES

EXPERIENCES IN THE NEW VOLUMES DERIVED FROM ORIGINAL BUILDING

- different width and height
- relationship to facade composition
- maintain monumentality on the outside while contrasting and showing the double layer

RELATIONSHIP BETWEEN VOLUMES AND FACADES

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STUDY OF PROPORTIONS

- Study of both short and long sections revealed the underlying geometry
- Inspirations for positioning of new volumes

PROPOSED ORGANIZATION OF NEW VOLUMES

- Crisscrossing volumes of varied experiences
- Create different enclosure
- Giving dynamic to orthogonal and rigid organization

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ORGANIZATION OF PROGRAM

COMMUNITY FUNCTIONS
3/F Clinic and research
2/F Interest groups and kitchen supporting functions
1/F Offices and exhibition

CULINARY SCHOOL FUNCTIONS
3/F Research labs
2/F Practical labs and supporting functions
1/F Theory classrooms

MIXED FUNCTIONS
2&3/F Cooking
1/F Lecture and multifunction
G/F Public functions (restaurant, culinary resources, brewery)
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ORGANIZATION

SOUTHERN END OF MAIN HALL

- Sports
- Performances
- Farmer’s Market (Closely related to community garden)
- Stalls
- Expositions

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ORGANIZATION

NORTHERN END OF MAIN HALL
- Existing stairs in front of entrance replaced by tribune
- Cultural activities: film clubs, plays
- Public

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Organization

First Floor Plan

1/F

- Community Action Groups
- Exhibition
- Workshop
- Multi-Functional
- Community Center Office
- Lecture Rooms
- Classrooms
- Office
- Working Station
- Office of Program
- Workshop
- Lecture Rooms
- Classrooms
- Community Action Groups
ORGANIZATION

INTERRUPTIONS TO SLAB TO ACCOMODATE BREWERY TANKS
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Organisation

3/F

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ORGANIZATION

INTERVENTION TO OPEN GALLERY OF 3RD FLOOR

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EGRESS

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DUCT PLAN

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MATERIALITY

EXISTING FACADE

PROPOSED FACADE

Re-interpretation of the existing

reference: FRIEM Headquarters by Onsitestudio

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MATERIALITY-INTERIOR

EXISTING

PROPOSED

CEILING

FLOORING

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ENCLOSURE

IN RELATION WITH PROGRAMME IT HOLDS

LEARNING
- More closed, inward-oriented

KITCHEN LABS
- Sight, sound and smell to attract people to join

RESEARCH
- Get inspired by things around
  - plant-growing, mainly open-air

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CONSTRUCTION OF NEW VOLUMES

STRUCTURAL CONCEPT

- maintain integrity of existing concrete skeleton of Market Hall

- instead of intertwining the existing and new, they are individual and self-standing structures

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ORGANIZATION

Section A-A’

| Market Hall as a connecting point between diverse neighbourhoods | CONNECTING THROUGH FOOD | Interventions | Master Plan | Site Analysis & Values | Architectural Analysis & Values | Redesign Concept | Organization | Section A-A’ | Interventions |
|---|---|---|---|---|---|---|---|---|---|---|
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Section C-C’
ORGANIZATION

West elevation

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CONSTRUCTION OF NEW VOLUMES

Interior connection of new and existing structure
Section B-B' 1:20

Detail B01 1:5

Detail B02 1:5

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CONSTRUCTION OF NEW VOLUMES

EXISTING STRUCTURE

NEW STRUCTURE

- Rubber Cover
- Metal mesh
- Connecting steel profile
- EIFS board
- Insulation
- Ribbed metal decking
- Fire protection encasement
- U profile
- Gypsum board
- Detail B03 1:5

Plywood flooring
- Screed
- Sound insulation
- Concrete infill
- Ribbed metal decking
- U profile
- Insulation
- EIFS board
- Connecting steel profile
- Detail B04 1:5

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CONSTRUCTION OF NEW VOLUMES
Exterior connection of new and existing structure
Section C-C’ 1:20
CONSTRUCTION OF NEW VOLUMES

EXISTING STRUCTURE

NEW STRUCTURE

Flashing
Protective coating
Waterproofing
Insulation
Vapour barrier
Ribbed metal deck
Fire protection encasement
U profile
Gypsum board

Expansion joint
Insulation for existing structure

Plywood finish
Raised floor system
Insulation for existing building

Plywood flooring
Concrete slabs
Concrete floor
Fire protection encasement
U profile
Vapour barrier
Insulation
Waterproofing
HFS board
Perforated metal mesh

Detail CD1 1:5

Detail CD2 1:5

Exterior connection of new and existing structure
Section C-C’ 1:20

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CONSTRUCTION OF NEW VOLUMES

NEW STRUCTURE

Roof cap
Protective layer
Waterproofing
Insulation
Vapour barrier
Fall layer
Ribbed metal decking
Fire protection encasement
Window

Connecting steel profile
Perforated metal mesh

Metal flashing
Connecting steel profile
Perforated metal mesh

Plywood flooring
Screw
Sound insulation
Concrete infill
Ribbed metal decking
I-Beam
Vapour barrier
Insulation
Waterproofing
EIFS board

Detail CD3 1:5
Detail CD4 1:5

Exterior connection of new and existing structure
Section C-C’ 1:20

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ALONG THE AXIS OF FOOD CENTRE TERRAIN

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THANK YOU

Q&A SESSION