Floating mARkeT – Create, Produce, Eat, shop, meet & exchange ideas
Sustainable, Responsive Design

ARCH 4101 Topic Studio Fall 2017

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Station in Paris
Market in Sydney by 3XN
Oregon public Market by Snohetta

[Premise] The mARkeT is a new public/private initiative to revive the vibrant heart of River District, North Carolina. The planning policies in this studio section seek to project a new vision and encourage a development pattern that supports transformation into a vibrant, urban environment where regional residents and tourists interact with each other. It will promote a healthy gathering, eating, creating and living while participating in a sustainable regional discourse. mARkeT is a year-round hub for fresh food and culinary events, a daily market and community gathering place that celebrates Carolina’s abundance. The architecture will integrate contemporary and sustainability vision into both programming and public space.

[Studio] The mARkeT plans to rise up and act as a gateway and icon for the river district development. It complements the vibrant interests, habits, and tastes of those who live in and visit River District. Visitors will immediately feel a central sense of place created by regional craft culture, local retail, art, and cultural activities that connect neighbors with neighbors and artists with their passions. With flexible outdoor spaces, retail, and stalls all designed with a careful eye on the preservation of the Carolina’s unique culture, will enhance the community’s access to the riverfront and enhance tourism.

[Program] The primary program for the mARkeT is to develop a vibrant urban hub that accommodate gathering, exhibition, instructional, communal uses such as hosting food trucks, farmers’ market, vendors and small concerts. Open spaces will be designed with mix of landscape and hardscape for visual and functional appeal that balance North Carolina historic and eclectic look. Required elements include indoor/outdoor transit lounge, café, market stalls of various scales and purposes (lunch stands, demonstration areas,...) spaces for small sit-down, truck lot and service spaces, a raised stage area, and a rooftop terrace with dramatic views to the river. Pedestrians and bikers will have access to a bridging platform from the riverfront walk, and sidewalks. Program challenges include questions regarding the nature of contemporary public space, various adjacencies between interior and exterior conditions, the organization and negotiation of multiple scales ad proportions of space.

[Site] The River District mARkeT is the community’s main gathering and entertainment area located along the Catawba Rive. A 1,000 plus acre master planned community with a distinctive lifestyle along the Catawba river, urban designers developed an idea for the river front and its vicinity that fills with various mixed use, retails, park and public spaces typologies. The project site, however, has been reserved for an activity center, that will become a signature urban space for both locals and visitors. The building will have four elevations that enjoy significant exposure to natural light and ventilation, each of which will perform a distinct urban role. The Challenge of the studio is to understand the contextual condition and find the best solution to address typological, site, form and ecological based issues.
[Method] The studio project will follow an iterative process. The methodology of the studio focuses precedents, program development to site planning to building design and tectonic resolution. The history of the urban market is rich and complex and the students are expected to responding to program and site, students will produce a schematic design, which will then become the vehicle through which issues such as tectonics, building envelope, and ecological issues will be explored. At each new stage in the project, new information will be generated and incorporated into the design, with the aim of resulting in a project that is well-developed both in concept and technical content.

[Evaluation] Studio consists of four reviews:
I: Precedent, Climatic analysis, Concept + site work—program and site analysis; pre-schematic design and form development.
II: Schematic Design: development of overall sustainability strategies based on an integrated design between site, building envelope and building systems using the developed form and architectural program.
III: Integrated design development— the development of tectonic solution and envelope details that are integral to the building form and architectural programs developed in the previous stages.
IV: Final review: Presentation of the one semester design and detail work.