



THE MARKET BOXES

RE - ARRANGING THE FOOD MARKET
AND UPGRADING THE OLD SQUARE

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ABOUT THIS BOOKLET

This is the final report in the master course:
“Planning and Design for Sustainable
Development in a Local Context”, in the master
program:
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SUMMARY

In the perspective of a sustainable development for the municipality of Tidaholm, the question of local production and consumption of food has its importance. Indeed, Tidaholm has a great potential to develop a 'local food' culture as it has great conditions: the quality of the arable soil in Tidaholm is amazingly good, the awareness about local food is raising in the community and an engaged organization towards local food has started last year. Tidaholm has a successful market on Wednesdays, where inhabitants can buy a variety of products.

Even if there is locally produced food in Tidaholm, the consumption of it could increase. What is missing to make local food consumed in Tidaholm is a connection between farmers and consumers. The community "Närproducerat" is working on developing retail systems for the products farmers grow, but we also think that there could be a place in town for farmers to sell their products.

If we think about the time frame where the development of local production of food and local consumption of food can happen, we have different

time perspectives and different steps can happen at different times, as we saw in our development strategies for Tidaholm. We decided to focus on a short term perspective and work with introducing local food in the community quickly and easily. A place to sell local food could be a saluhall or a local food shop, but these kind of projects do not fit the time frame we focus on. From interviews and observations, we think that the market is a relevant space and time to introduce local food in the community and start the change of lifestyle that we need if we want to live more sustainably.

The market is a very interesting element regarding another focus as well. It takes place on the main square of the town, Gamla Torget, and the synergy that happens during the market day between the people and the space doesn't happen during any other day of the week. Gamla Torget on a regular day remains quite empty and it is not a space where you feel good in or where you would like to spend some time.

Focusing on the market and trying to re-think it as a permanent structure that occupies Gamla Torget, we can try to solve the identified issues of the square and address questions of scales, well-being, life on the square, etc. Our design will then focus on two points: introducing local food on the market of Tidaholm and addressing the question of life on Gamla Torget.

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INTRODUCTION



EVERYONE
KNOWS
EVERYONE
HERE!!

TIDAHOLM

INTRODUCTION

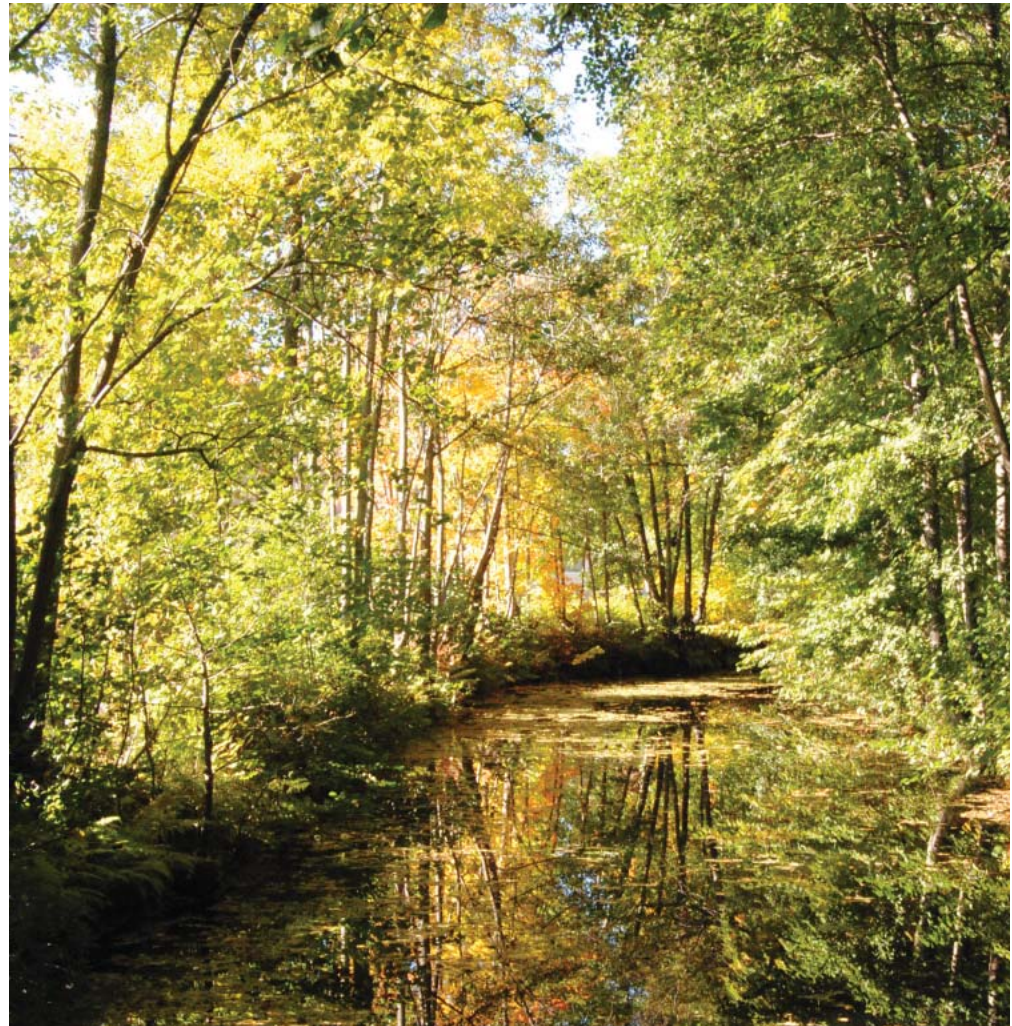
Tidaholm is a municipality located in the region of Skaraborg, in western Sweden. The small town is situated next to the river Tidan. The number of inhabitants are 12000, of which 8000 live in Tidaholm town.

SENSE OF PLACE

The industrial history of Tidaholm is important for the inhabitants. Most Tidaholmer have lived in town for generations, and the sense of community is great.

Located in the region of Skaraborg, Tidaholm is surrounded by farming areas. Locally produced food is a part of the identity which can be further developed in order to raise awareness on sustainability.

Tidaholm's weekly market is well known in the area and one of the bigger in Skaraborg. The market is a historical space for trading and is part of the town's identity.



SMALL TOWN SUSTAINABILITY

SMALL TOWN CHARACTERISTICS

Strong Community
Car Dependency
History / Heritage
Local Traditions
Conviviality

CHALLENGES IN A GLOBALIZED WORLD

Today policy makers, planners and entrepreneurs are focused on the development of big cities in a context where globalization is the main goal. In such a perspective, small towns that have strong communities and identities are threatened because they tend to become isolated from the dynamism of bigger towns. Bigger towns attract more people, and those people move out from small towns for more attractive jobs and lifes.

Centralization affects small towns because they loose services and access to many things.

Small towns have a great potential since they have their own culture and traditions. One challenge they have to face in this fast world is to value those strengths and become small heavens that run in a slower pace.

Challenges: not to decline but develop and grow and become attractive

Opportunities: attractiveness due to closeness to big town, cheaper housing, great living conditions, close to nature, etc.

SUSTAINABLE VISIONS

Independency and self-sufficiency can be focal points for the development of small towns, meaning that they could supply their communities from locally produced goods, provide local jobs and have a prospere local economy. This depends on municipality strategies but as planners and architects we can also design the frame for this change.

Sustainability in small towns can also mean more resilience: resilience is the capacity of a community to adapt in case of major crisis. As we know, peak oil and climate change are occurring and small towns are very vulnerable as they are more dependent on cars and on other cities/towns. (Knox, 2009)

RESILIENCE
IS
IMPORTANT!!

LOCALLY PRODUCED FOOD

WHAT IS LOCALLY PRODUCED FOOD?

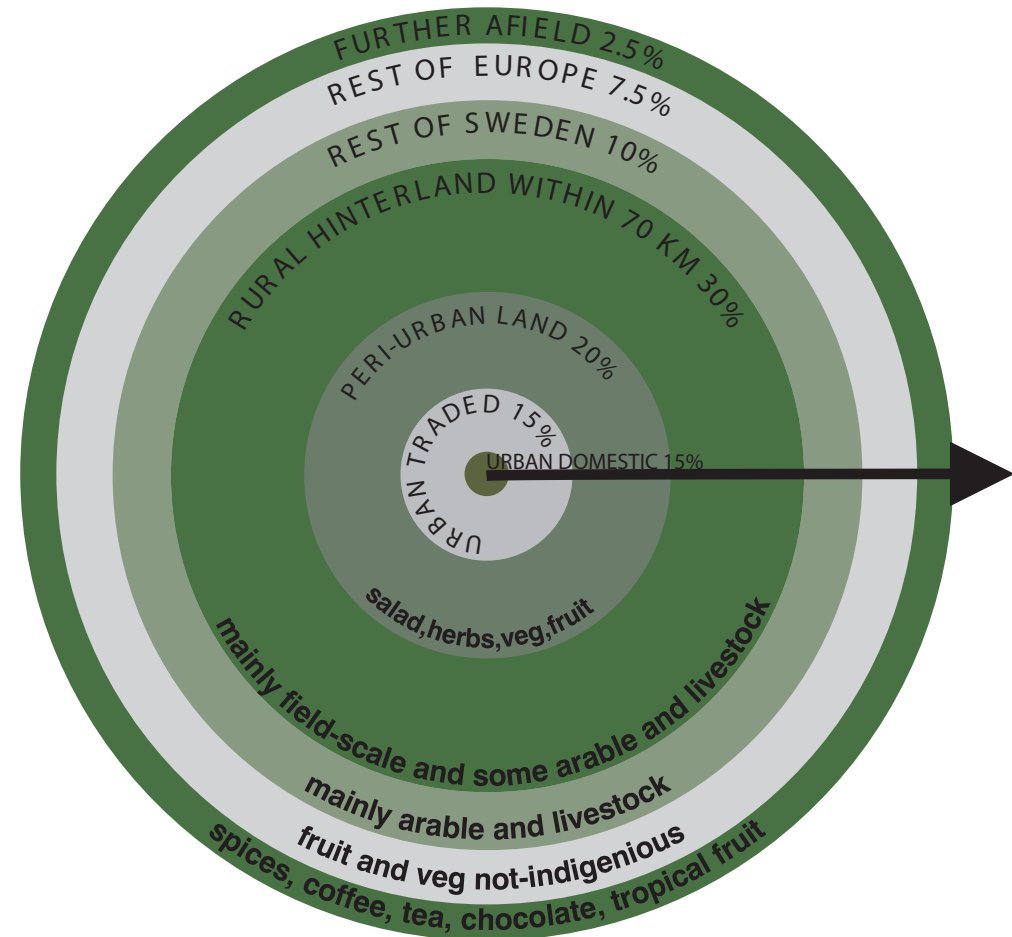
Commonly, “local food” refers to food produced near the consumer (i.e., food grown or raised within X miles of a consumer). However, because there is no universally agreed-upon definition for the geographic component of what “local” or “regional” means, we have made a diagram based on a model developed by GROWING COMMUNITIES in Hackney, London

FOOD ZONES: 90% SELF-SUFFICIENCY
10% IMPORTS

Moving from the inner to the outer rings, we get:

- Decreasing perishability of produce
- Bigger plots available
- Increasing mechanisation
- Increasing carbon intensity of transport/distribution

(Feenstra, 2002)



LOCALLY PRODUCED FOOD

BENEFITS OF LOCALLY PRODUCED FOOD

FULL OF FLAVOUR AND NUTRIENTS

When grown locally, the crops are picked at their peak of ripeness versus being harvested early in order to be shipped and distributed to your local retail store.

SUPPORTS THE LOCAL ECONOMY

The money that is spent with local farmers and growers all stays close to home and is reinvested with businesses and services in your community.

DECREASES GREEN HOUSE GASES

Imported food has traveled thousands of miles to reach the supermarket which leads to green house gases. Local food has a shorter way from the farm to the consumer.

BENEFITS THE ENVIRONMENT

By purchasing locally grown foods farmland and green and/or open space is maintained in the community.



LOCAL FOOD
CAN SAVE
THE WORLD!!

SAFER FOOD SUPPLY

The more steps there are between you and your food's source the more chances there are for contamination. Food grown in distant locations has the potential for food safety issues while harvesting, washing, shipping and distribution.

LOCAL FOOD CAN SAVE THE WORLD

By eating local food, the food supply in developing countries can be ensured. Instead of exporting the products, the food can stay in the region. (Michingan State University, 2013)

LOCAL FOOD = SUSTAINABLE FOOD?

Not necessarily. Many people now equate the terms "local food" and "sustainable food," using local as a synonym for

characteristics such as fresh, healthy, and produced in an environmentally and socially responsible manner. Technically though, "local" means only that a food was produced relatively close to where it's sold – the term doesn't provide any indication of food qualities.

Unfortunately, in order to capitalize on increased consumer demand for local food, less scrupulous producers have begun to use the term to "greenwash" (or "localwash") their products. By taking advantage of the ambiguity regarding the term's definition, these producers can mislead consumers by using the local label to imply that their foods are grown closer and/or more sustainably than they actually are.

Of course, plenty of local food is produced according to the highest sustainability standards. Nonetheless, since local is not defined or regulated, consumers should always be prepared to find more information about production practices in order to determine whether a local food is sustainable. (www.sustainabletable.org, 2013)



LOCAL SITUATION ANALYSIS



BIG BIG BIG
SQUARE BUT
WHERE IS
EVERYONE?

GAMLA TORGET

SITUATION



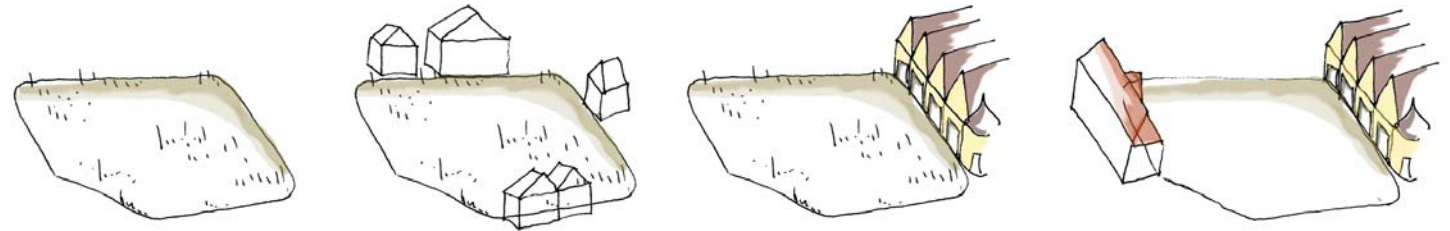
Gamla Torget is the main square of the city of Tidaholm. Historically it's the first square of the town. Many shops surround the square and it's a central place to shop.



GAMLA TORGET

HISTORY

Gamla Torget is originally a space for trades and meetings. Today the trades only take place once a week.



19th century:
Gamla Torget is an arable land

1870s
First buildings around the square

1894
Basarlängan is built. It is owned by Tidaholms Bruk and is rented to shopkeepers

1898
Tidaholms Dairy is built. Gamla Torget belongs to Tidaholms Bruk

SHOPS +
OPENING HOURS

The shops' main opening hours are during week days between 10 and 18, but some stores open only once a week, which creates a sleepy atmosphere.



Hälsobutik
Mån, Ons: 10-13
Tors, Fre:13-17
KlippKompaniet
Mån-Fre: 08-17
Lör: stängt

Unnadei+Sofia's Hudvård
Ons: 10-13
Tors, Fre:13-17

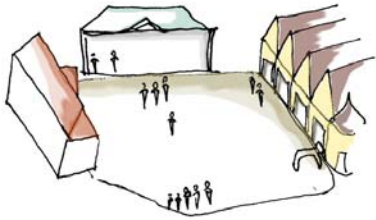
Ramverkstad
Mån-Fre:10-18
Lör:10-13

Athena Restaurant
Mån-Tor:11-22
Fre: 11-13
Lör:12-23
Sön:12-16

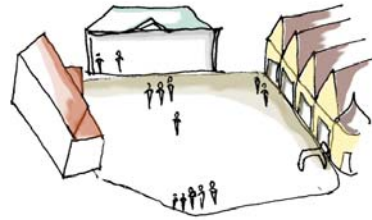
Step In Shoes
Mån-Fre:10-18
Lör: 10-13

ELON Elektrohuset
Mån-Fre: 10-18
Lör: 10-13

Tidaholms Sparbank
Mån,Tors: 9.30-17.30
Tor,Ons,Fre: 9.30-15



TIDAHOLM
STAD



1903

Gamla Torget is called 'Market Square' and is a central place for trades and meetings

1910

Tidaholm is now a town. The municipality bought Gamla Torget from the industry and now it's the main square

1914

Gamla Torget takes its current name

1920-30s

Gamla Torget is paved

2003

Gamla Torget is renovated by the municipality



Svensk
Fastighetförmedling
Mån-Tor: 9.30-17
Fre: 6.30-16

Netto
Mån-Fre: 08-20
Lör - Sön: 10-18

Systembolaget
Mån-Ons, Fre: 10-18
Tors: 10-19
Lör: 10-14

Tidaholms
Bokhandel
Mån-Fre: 10-18
Lör: 10-13

Pynt & Sânt
Mån-Fre: 10-18
Lör: 10-13

Look
Mån-Fre: 10-18
Lör: 10-13

Lindex
Mån-Fre: 10-18
Lör: 10-14

Nohrbergs Café
Mån-Fre: 8-18
Lör: 8.30-14




Marias Salong
Mån-Fre: 9-18
Lör: 10-13

GAMLA TORGET

INTERPRETATION

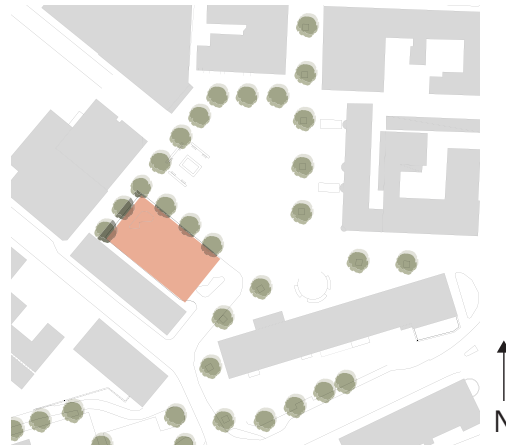
Most of the people cross the square to go from south to north, and people use the square mainly to go in the shops that surround the square. During our inventories, we didn't see so many people staying on the square.

Legend:

-  Important Spots
-  Entrances
-  Flows



GAMLA TORGET



UNFINISHED WALKING PATHS

Clearly defined walking paths exist on half the square.



DOMINANT PARKING

The parking on the square is visually dominant and used frequently.



UNDEFINED SQUARE

The current layout with so many different pavement doesn't give clear limites to the square.

GAMLA TORGET



UNUSED URBAN FURNITURE

Placement in shadow, little privacy and old furniture leads to no use.



UNUSED ACTIVITIES

Apart from the parking lot, activities on the square are not used and the space seems to miss some programs.



LACK OF CONNECTION TO STORES

Only the café extends in summer on the square. The rest of the stores/restaurants do not interact with the square.



GRAPARON
EGEN ODL.
22,- KG

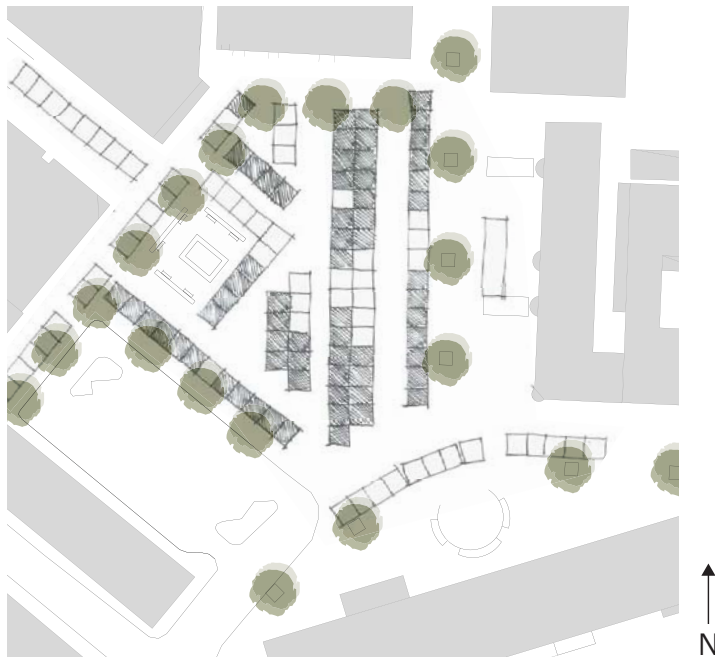
FÄRSK
LÖK
EGEN ODL.
12,- KG

PURJO
LÖK
EGEN ODL.
30,-

THE WEDNESDAY MARKET OF TIDAHOLM

ORGANIZATION

The market is run by Tidaholm's Municipality. The seller contacts the municipality and bring their own table and tent to organize the selling.



Layout of the market. Permanent sellers shown in black.

PRICE :

40KR / M / W
2000KR / 3M / YRS

22 REGULAR SELLERS

OPEN :

WEDNESDAYS
8.00-13.30
ALL YEAR



THE WEDNESDAY MARKET OF TIDAHOLM

HOW GOODS ARE SOLD

WHAT IS SOLD

The sellers are almost always the same. They sell clothes, flowers, gloves, shoes, but very little food.

There are two sellers providing locally produced food: Jonas Ringqvist and Inger Fågelström. They are not selling all year around, mainly in summer time. Products like potatoes, carrots and onions are not more expensive than in the store. There is also a possibility to buy other food, but not locally produced.

WHO IS BUYING

Mainly older people buy on the market since it is taking place on Wednesdays.

Young people are important though, since they are the future and often are interested in local food; it is trendy.

Market Typologies



row



open space



gallery

Sales Elements



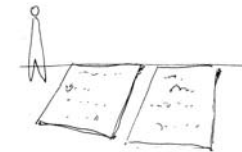
table



shelves
(flowers)



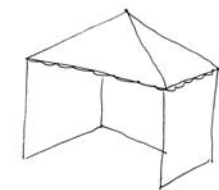
metal display
(clothes)



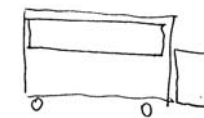
boxes on the ground
(flowers)



roof



roof & walls



truck

SWOT - ANALYSIS
ON THE WEDNESDAY MARKET

HOW GOODS ARE
BROUGHT TO THE MARKET

The sellers arrive at **4:30** in the morning. It usually takes **two hours** to set up everything, since they have to put up the stalls and arrange their products in a nice way. At 7:00, the sellers gather at Norbergs for a coffee and the market starts at 8:00.

Trucks are allowed on the square to make it easier to carry the items. Before 8:00 all the cars have to be gone, usually parked on COOP's parking lot.

The market finishes at 13:30 and the cars are then allowed to be on the square again.

<p>S</p> <ul style="list-style-type: none"> • Provides local food • Well known market • Biggest market in area • Located on the main square 	<p>W</p> <ul style="list-style-type: none"> • Lack of strategies for development • Market place only used at markets • Food but not much local • Big working load for sellers • Open only Wednesdays • Scarcity of local food in winter
<p>O</p> <ul style="list-style-type: none"> • Lots of food production in the area • Interest in food culture • Existing physical space 	<p>T</p> <ul style="list-style-type: none"> • Work load can make sellers quit • Competition between local stores and the market • Regional competition rather than cooperation • Uneven supply can make consumers choose the store

INSPIRATION

MARKETS IN THE WORLD

All around the world, people use the markets for purchasing food and other goods. Markets often also play a significant role in peoples social interaction and serves as an important meeting place. We have made a few interviews from friends all over the world to give us inspiration for the market in Tidaholm.

INSPIRATION FOR TIDAHOLM

- Social interaction on markets
- Space for movement vs. pause
- All socio-economic groups are visiting
- Everything needed is sold
- Shops move outside
- Food ready to eat is sold
- Experience for all senses



KISUMU, KENYA
Naomi, teacher in Kisumu University

“There are markets once or twice a week in Kenya. Once a week there is a really big informal market in the center of Kisumu that brings people from 300km away. You can buy everything: clothes, furniture, telephones, vegetables, fruits, etc. They also sell second hand clothes from western countries and it’s very cheap. The market square dedicated to this market is way too small, so people just invade the surroundings streets to sell their products. They have to pay a fee to the municipality to sell on the market but it’s not expensive. You bargain a lot on the market!

All people from all socio-economic groups come and you should come with non-fancy clothes because if sellers see you with fancy outfits they will raise the price.”



KILKIS, GREECE
Galini, young architect in Göteborg

“Saturday is the market day in Kilkis. It starts at 7.00 and ends at 14.00. The streets get full of stalls and the city center is packed for a couple of hours; it is so big that you spend the whole morning strolling around. You can find vegetables, meat, fish, clothes, and ready-to-eat food on the market – souvlakis! The sellers are either people that have their own shop during the weekdays in town and come to the market on Saturday, or local producers that go around on different markets all the week.

You always find someone you know on the market: you just stand wherever and start to talk!

People have to pay a fee to the municipality to sell on the market, but it is not expensive.”



ARLES, FRANCE
Charlotte, co-founder of this booklet

“Every Saturday in Arles there is a very long market on the main avenue where you find food, clothes (from both China and local shops), diverse objects, soaps, wine, animals, etc. The target population is quite high-income people, so the market is expensive, but the quality of goods is amazing. Meat and vegetables are from the region, well known for its high quality production. The market is an experience for all the senses: the nose, the eyes, the hands. It’s crowded of course, as it is a tourist attraction. Local and traditional food is a branding but for me it’s a great promenade and the assurance of a nice lunch on Saturday (we usually buy food that we eat right away at home).”



ESFAHAN, IRAN
Shahrzad, young architect in Göteborg

“Markets are very important in Iran, and towns have been structured according to their markets. The markets or bazars are permanent and open everyday. Important social interaction is taking place on the bazar: trade, art, bath and networking. Each bazar has branches with themes; gold branch, clothing branch etc. The market place has space for movement and for pause. The bazar is linear, and the rhythm of the bazar is important. It is a price comparing system since you see all the products. The bazar also serves as education. The masters in the shops have an apprentice that helps in the shop. The shops are combined with workshops where you can see how the products are produced.”

INSPIRATION

EXAMPLES FROM SWEDEN

The distribution of locally and organically produced food can be done in many different ways. Markets, farmer's shops and home-delivery from farmers exist in Sweden.



FARMER'S MARKET

In many cities in Sweden, costumers can buy their food on the farmer's market. The products follow the seasons and are produced locally, a maximum of 250 km from the market. The idea comes from USA where the farmer's markets started in the 1970s. The market works as a door opener for sustainable questions and raises the awareness on locally produced food. (www.bondensegen.se)



STATIONSBUTIKEN
LÖNSBODA

Stationsbutiken in Lönsboda is a farmer's shop in town with locally and organically produced food. The shop provides meat, potatoes, juice, honey and bread. A certain farm owns the shop but products from different farms are sold in the shop. (www.stationsbutiken.se)

A photograph of a herd of sheep in a green field under a cloudy sky. In the foreground, a white sheep is shown in profile, looking to the left. In the background, other sheep are visible, some white and some black. A large, orange, teardrop-shaped graphic is positioned in the upper right quadrant of the image, containing the text "FARMERS EVERYWHERE !!".

FARMERS
EVERYWHERE !!

LOCAL PRODUCTS IN TIDAHOLM

NÄRPRODUCERAT TIDAHOLM

“Närproducerat Tidaholm” is financed by EU and is a *leader*-project. The project started in 2012 in order to build up a network between farmers, but also between farmers and consumers in Tidaholm. In this way, the group wants to raise awareness about locally produced food. *Närproducerat Tidaholm* has 10-15 members and is an informal organization. The membership fee is 50 SEK.

Närproducerat has a webpage and a flyer, and they are mainly working on different events to promote local food:

Food rally – The farms invite people to see their activities. People can buy ready-made food, but also products in the farmer’s shops.

Farmers day – Once a year, the farmers are presenting vehicles and products on the square. Närproducerat Tidaholm was there to make a barbecue with locally produced meat.

Närproducerat is working on other projects in parallell:

- Connecting restaurants with farmers
- Make food visible in shops
- Delivering food to people’s homes
- Selling on the market
- Make people produce eggs
- Start a mill
- Make people produce root vegetables

(Ringqvist, 2013)

MEMBERS

- Bossgården (Vegetables)
- Dimbo Klosterholmen (Potatoes)
- Franzéns Champinjoner (Mushrooms)
- Hökensås Bigårdar (Honey)
- Hökensås Charkuteri (Meat Products)
- Klosterholmens Potatis (Potatoes)
- Kungslena Bi och Bär (Marmelade and Berries)
- Lindells Gårdsslakteri (Meat)
- Stockuts Livsmedelsförädling (Oil, Jam and Sirup)
- Västerängen (Flour and Crops)
- Yans Gård (Lamb and Cattle)

LOCAL PRODUCTS IN TIDAHOLM

WHAT IS LOCALLY PRODUCED AND BY WHOM ?

FLOUR AND CROPS
Västerängen

MUSHROOMS
Franzéns Champinjoner

JAM
Stockuts

POTATOES
Kolsterholmen Potatis
Ramstorp Farm

VEGETABLES
Bossgården

BERRIES

COLZA OIL
Stockuts

SAUSAGES
Hökensås Charkuteri

HONEY
Stockuts
Bi & Bär

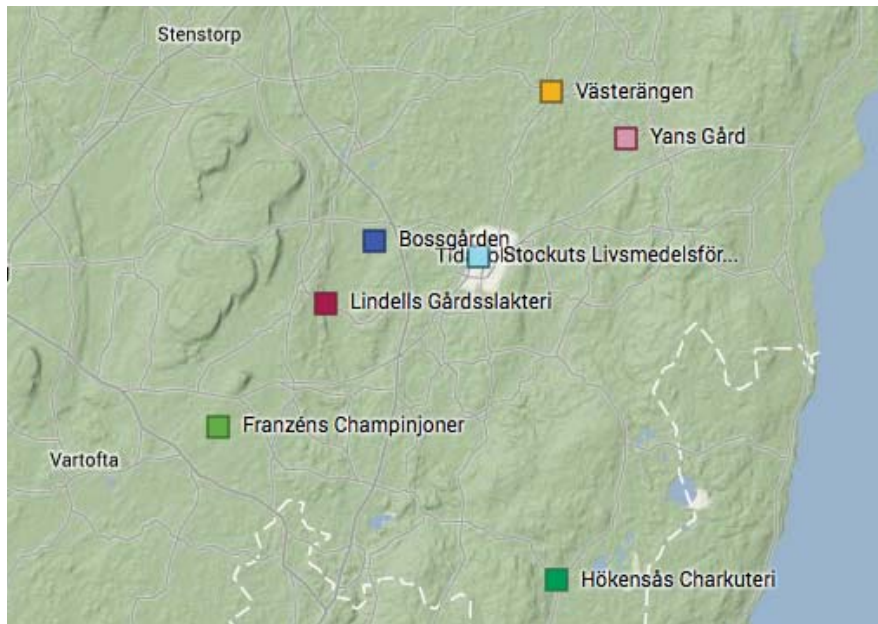
JUICES
Stockuts
Bi och Bär



LOCAL PRODUCTS IN TIDAHOLM

WHERE ARE THE GOODS PRODUCED ?

- *Hökensås Charkuteri*
Härja Alsberg 2,
Tidaholm
- *Bossgården*
Östra Gerum
52292 Tidaholm
- *Västerängen*
Västerängen,
522 94 Tidaholm
- *Franzéns Gårdsbod*
Skattegården Hångsdala
522 92 Tidaholm
- *Stockuts Livmedelförädling*
Stockydet,
522 94 Tidaholm
- *Lindells Gårdsslakteri*
Ottvard Storegården
522 93 Tidaholm



WHERE AND HOW CAN THEY BE BOUGHT?

On the market



Bossgården Products

In Farmshops



Ramstorp Farm
Bi och Bär Gårdsbutik
Hökensås Charkuteri

Online



Hökensås Bigårdar

Order Baskets and Bags



Yans Gård
Bossgården

In Tidaholm's shop



ICA, COOP & LS Livs sell from:
Stockuts
Klosterholmens Potatis
Lindells

Pick yourself



Berries

LOCAL PRODUCTS IN TIDAHOLM

SEASONAL SUPPLY

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

The majority of local products are available all year round. Important products though, such as vegetables and fruits, are mainly available in summer. The growing season of these products are short in Swedish climate, and has to be prolonged with use of green houses. Many species of vegetables grow in fall and winter, but knowledge about this production is lacking in Tidaholm.

WHAT IS MISSING TODAY?



DAIRY
PRODUCTS



EGGS



FISH



CHICKEN
MEAT



BEAN
PRODUCTS

The farms in Tidaholm's municipality provide a wide range of local products. In order to be self-sufficient in food and to apply the local food diagram presented above (p.11), production of certain products can preferably start though. Also refining the available products can be a profitable business in Tidaholm.

LOCAL FOOD PRODUCTION IN TIDAHOLM KOMMUN

Tidaholms has an extensive primary agricultural production. However, there is a very limited processing of food products and a weak link between local production and local consumption of food.

FARMING STRUCTURE

A long-term trend is that the cultivated area decreases. In 30 years, the agricultural area in Tidaholms municipality dropped by nearly 7%. The agriculture is today dependent on a few large-scale farms.

EMPLOYMENT

Agriculture has a significant role in the number of jobs in Tidaholm. Close to 6 % of the jobs in Tidaholm´s municipality are related to agriculture, forestry and fisheries (source: SCB employment data for 2008-2011). This corresponds to 282 jobs. It is also a percentage that has increased by over one percentage point during 2008-2011. During the same period, the total


number of jobs in the municipality decreased slightly. The same statistics show that the trend of an increasing proportion of jobs in agriculture and others applies to all municipalities in the area that together have had an increase of almost one percentage point to 3.5%.

LOCAL TRENDS

- Descending cultivated cropland
- A long-term trend is that the cultivated area decreases.
- Declining cow numbers
- Less egg production
- Endangered and vulnerable swine production
- Potatoes - strong in Tidaholm but declining acreage and market share
- Lamb increases from low level

(Ringqvist, 2013)





“The soil is
amazing. You
can’t get better
soil than we have,
it’s not possible”

Jonas Ringqvist



DESIGN PROPOSAL

S U M M A R Y

Our design proposal is based on the common studio analysis together with the in-depth analysis of our specific area. The main idea of the design is **to bring more locally produced food to the market.**

Another important point is **to make it easier for sellers to come** to the market: they shouldn't have to bring their own stall, and they should all have a shelter and the possibility to have heat in winter.

The third consideration is to think about Gamla Torget at other times of the week and how a new design for the market can also be a **new design for the square with new programs and life.**

The design proposal is divided into three parts to ease the understanding of our ideas:

The first part is **strategy / space**. This strategy includes spatial planning of the square. The strategies are recommendations that will not be totally developed in our design.

The second part is the **strategy / organization**. This part includes the management of the market and a re-organization of how it works.

The third part is the actual **Design proposal : The Box**. The boxes are the market stalls and include the design and flexibility of the physical stall, as well as the urban level where the spatial layout of the square is designed.

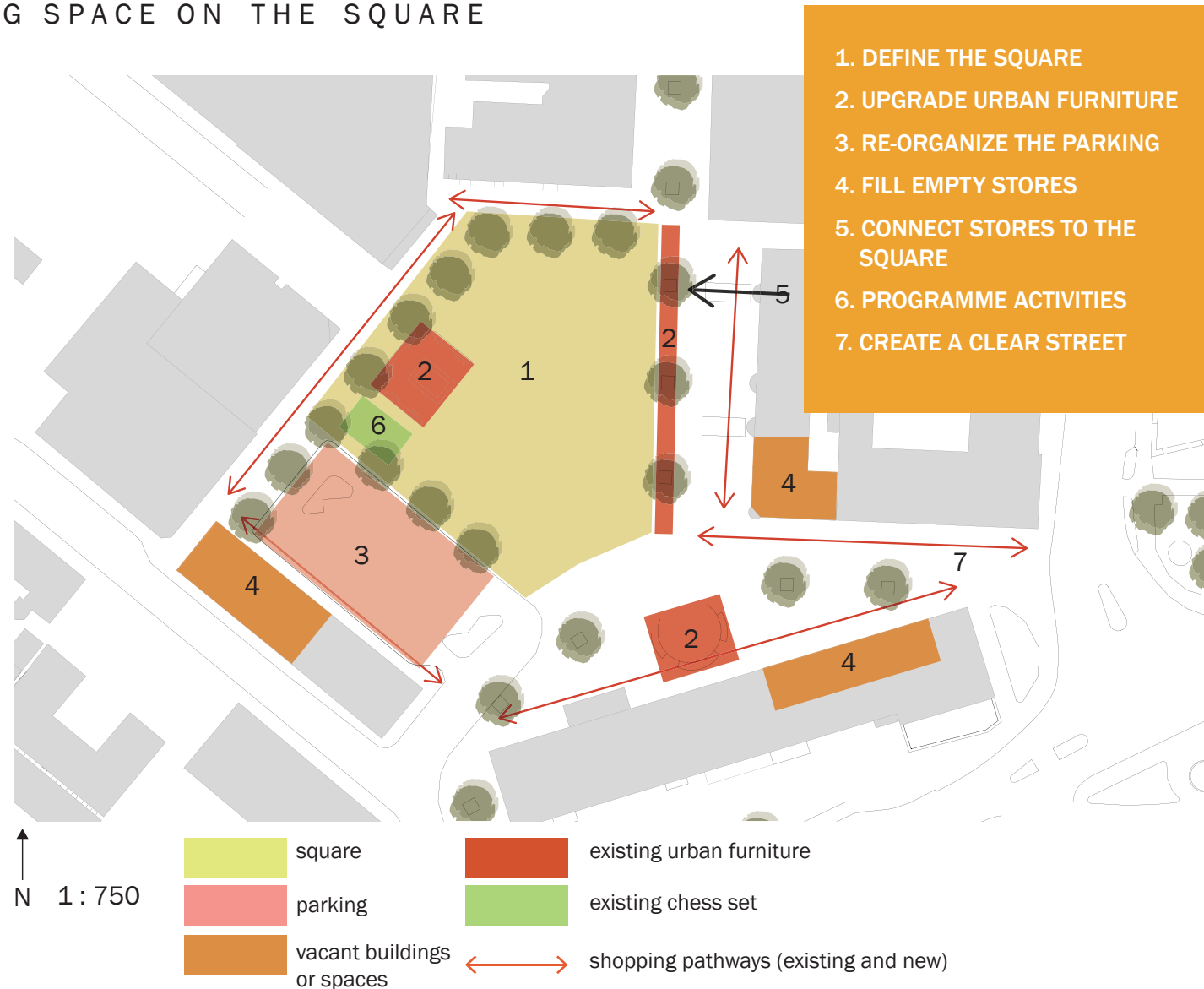
Together, the three parts of design form an entity and leads to a re-thought lively old square and developed market of Tidaholm.

STRATEGY / SPACE

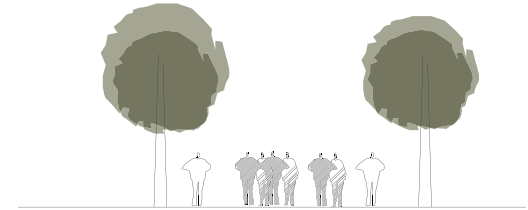
DEFINING AND RE-SCALING SPACE ON THE SQUARE

In the analysis, we identified that Gamla Torget doesn't really work as a main square of a small town. We think that it could be upgraded and re-thought to be more inviting where shops, restaurants and people interact with this public space instead of being closed and leaving the square empty. Different things could be done to make this happen, and on the plan we can see that every number corresponds to a sub-strategy. These sub-strategies are put together in an exhaustive list. This plan is exposed as a general thought to make the square more lively, but our design will not implement all these strategies.

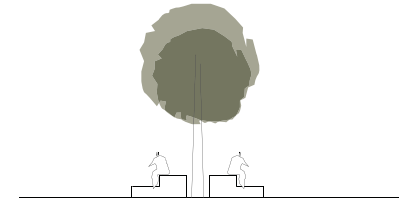
We made this choice because some of these actions require big restoration work, and the design we propose doesn't require any transformation of the ground or the buildings as they are now.



1 DEFINE THE SQUARE
Clearly define and narrow the square through vegetation, urban furniture or other structures.



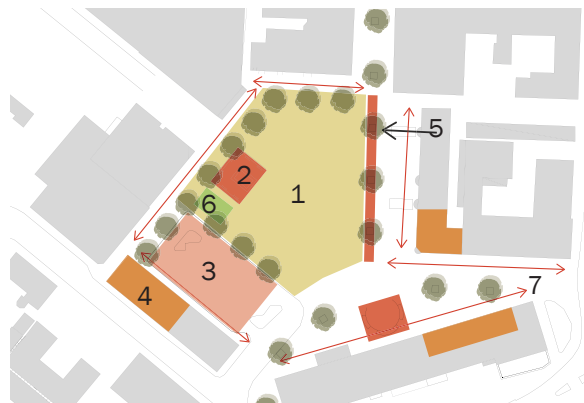
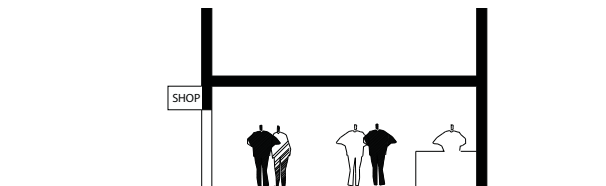
2 UPGRADE URBAN FURNITURE
Upgrade the urban furniture on the square and create a more used space, taking sunlight and privacy into account.



3 RE-ORGANIZE THE PARKING
The parking can remain due to its importance for a lively square. Re-organize it for a clear definition of what is square and what is parking. Provide parking for bikes.

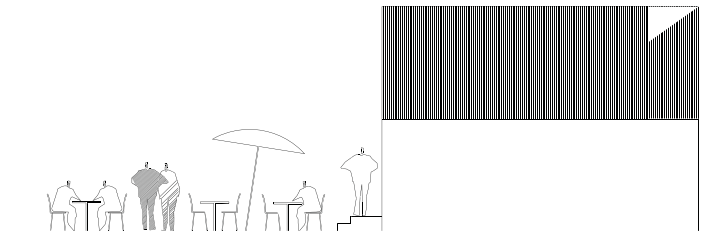


4 FILL EMPTY STORES
Move new businesses into empty shops around the square in order to fill the voids. A mix of businesses creates life during day and night at the square.



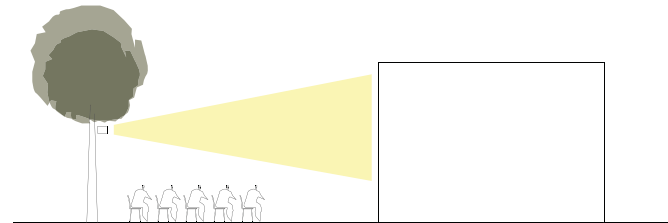
5 CONNECT STORES TO THE SQUARE

The stores around the square connect better to the urban context through increased amount of display windows or open air cafés.



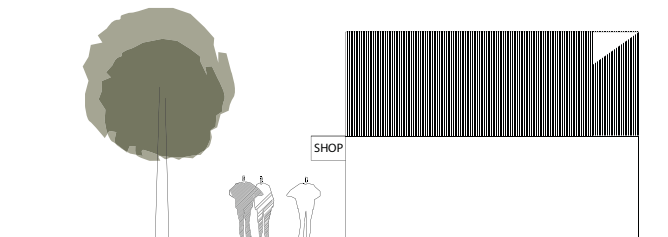
6 PROGRAM ACTIVITIES

Clearly program activities on the square and support activities through storage of material and organized events.



7 CREATE A CLEAR STREET

Extend the existing paths for shopping to include the whole area around the square.



In the design proposal, we choose to work with **DEFINE THE SQUARE, UPGRADE THE URBAN FURNITURE, and PROGRAM ACTIVITIES.**

STRATEGY / ORGANIZATION

IMPROVING THE MARKET OF TIDAHOLM & GIVING ROOM TO LOCAL FOOD

1 MARKET TWICE A WEEK

The market is proposed to run twice a week, on Wednesdays and Saturdays. The main market moves to Saturday. On Wednesdays only the food part of the market is opened.

2 MAKE IT EASIER FOR SELLERS

All sellers have a shelter and they don't need to provide any other material than their own products. Check the next page!

3 KEEP EXISTING MANAGEMENT SYSTEM

The municipality remains the owner and the manager of the market. Sellers can rent a space for one time or one year.

4 SPECIAL SPOT FOR NÄRPRODUCERAT

The market is a great chance for Närproducerat to be more visible and get popularity. They can even be on the square more often than the rest of the sellers.

5 RETAIL SYSTEM PROPOSAL FOR NÄRPRODUCERAT TIDAHOLM

The interview with Jonas Ringqvist, member of Närproducerat Tidaholm gave us the will to develop a retail system for them to be present on the market as one stand.

POINT 2 IS DEVELOPED IN P.48

POINT 5 IS DEVELOPED IN P.49

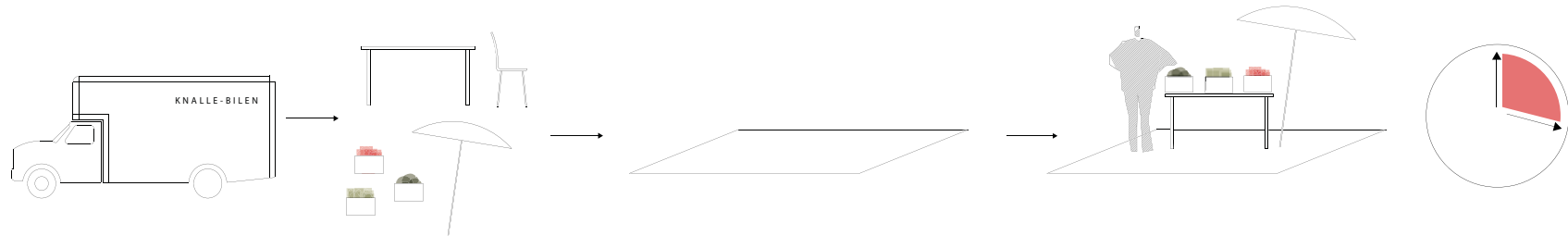
POINT 4 IS DEVELOPED IN P.57

PERMANENT MARKET STALLS

The former market involves a heavy work load for the sellers. Since every seller brings their own table and tent, the market looks unorganized and

unattractive. A new system for the market simplifies and facilitates the selling and gives an entity to the market.

EXISTING MARKET

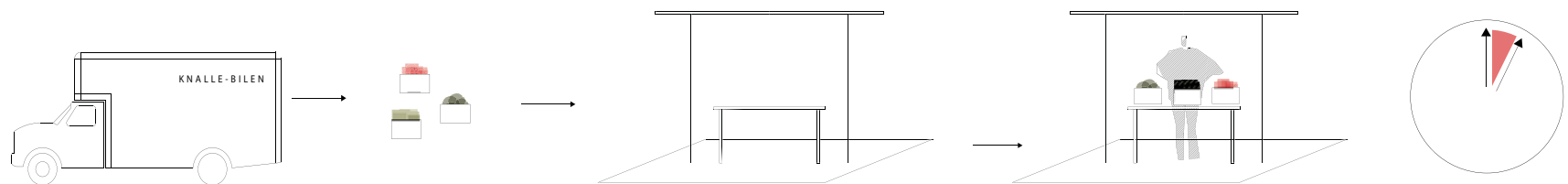


The sellers bring their furniture, roof and products to Tidaholm at 4.30 am every market day.

The seller spends time to install the table and the roof, and to set up the products in a proper way.

The procedure takes a long time.

DEVELOPED MARKET



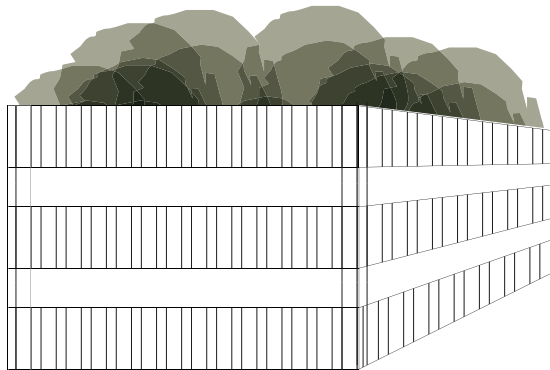
The sellers bring only their products to Tidaholm at 7 am every market day.

The plot provided by the municipality features a table and a roof. The seller sets up the products.

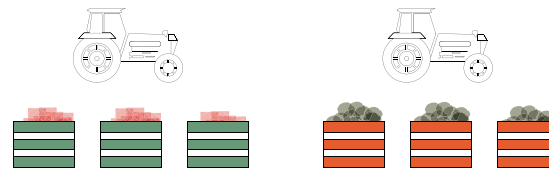
The procedure is time-saving and efficient.

NÄRPRODUCERAT ON THE MARKET

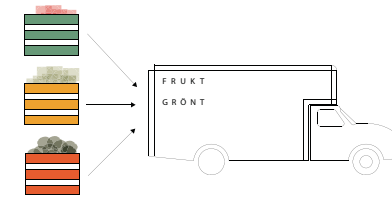
Local food on the market has big potential. Selling produce on the market involves a heavy work load for the farmers. A farmer should rather farm than sell on the market. Therefore, the local farmers can share a stall where one responsible person is selling their products. The distribution of produce and the identification of farms are shown below.



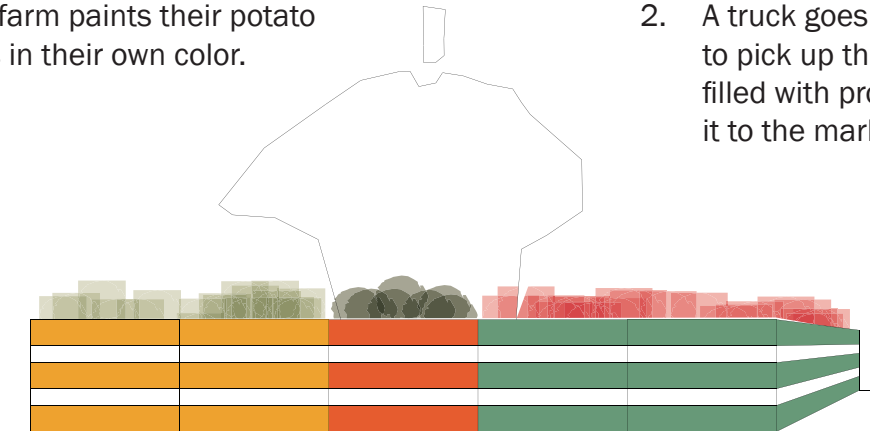
IDENTIFIED: Used potato boxes for storage and food handling on every farm.



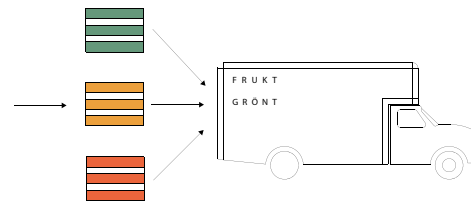
1. Each farm paints their potato boxes in their own color.



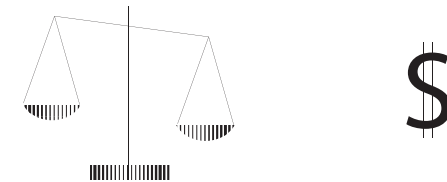
2. A truck goes around each farm to pick up their specific boxes filled with produce and brings it to the market.



3. One person is responsible for selling all the products from the local farms. The different boxes identifies the farms and enables the costumers to know where the food origins.



4. The truck picks up the empty boxes and brings them back to the farms.

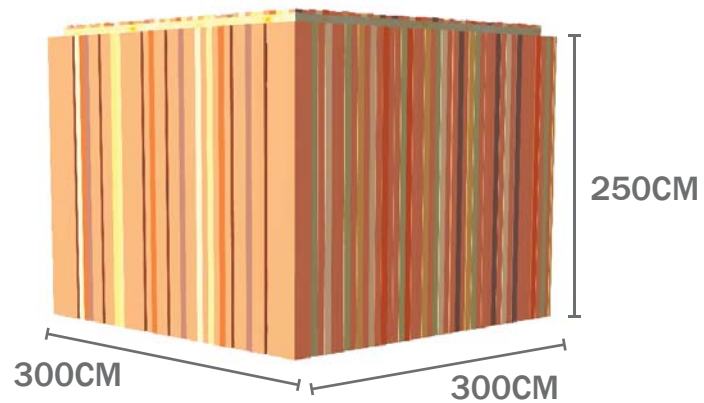


5. Each farmer weights and counts the produce left over and gets the earned money by the end of the month.

DESIGN PROPOSAL : THE BOX

THE MARKET STALL

The permanent market stalls have the shape of a box. The box as a volume creates many possibilities in both closed and open configuration.



CLOSED

The box is closed when there is no market and different strategies for defining and re-scaling the square can be implemented.



OPEN

The box is open when there is the market.

LIFT UP
THE WALLS
ET VOILÁ !!

FLEXIBLE DESIGN FOR THE SQUARE

The boxes are interactive when it's not a market day. They can be canvas for different activities and events and can be a frame for self-expression!

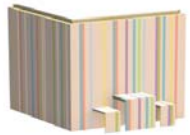
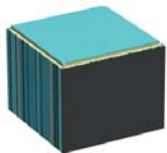


table and seats for two



a screen for open air cinema



a blackboard



basketball wall



a bench

FLEXIBLE DESIGN FOR THE MARKET

The box can be opened in different ways that will create different typologies of sale and different spaces in between the boxes.



1 wall lifted up
Not divided
One seller



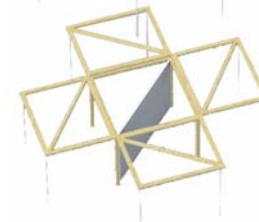
2 walls lifted up
Not divided
One seller



3 walls lifted up
Not divided
One seller



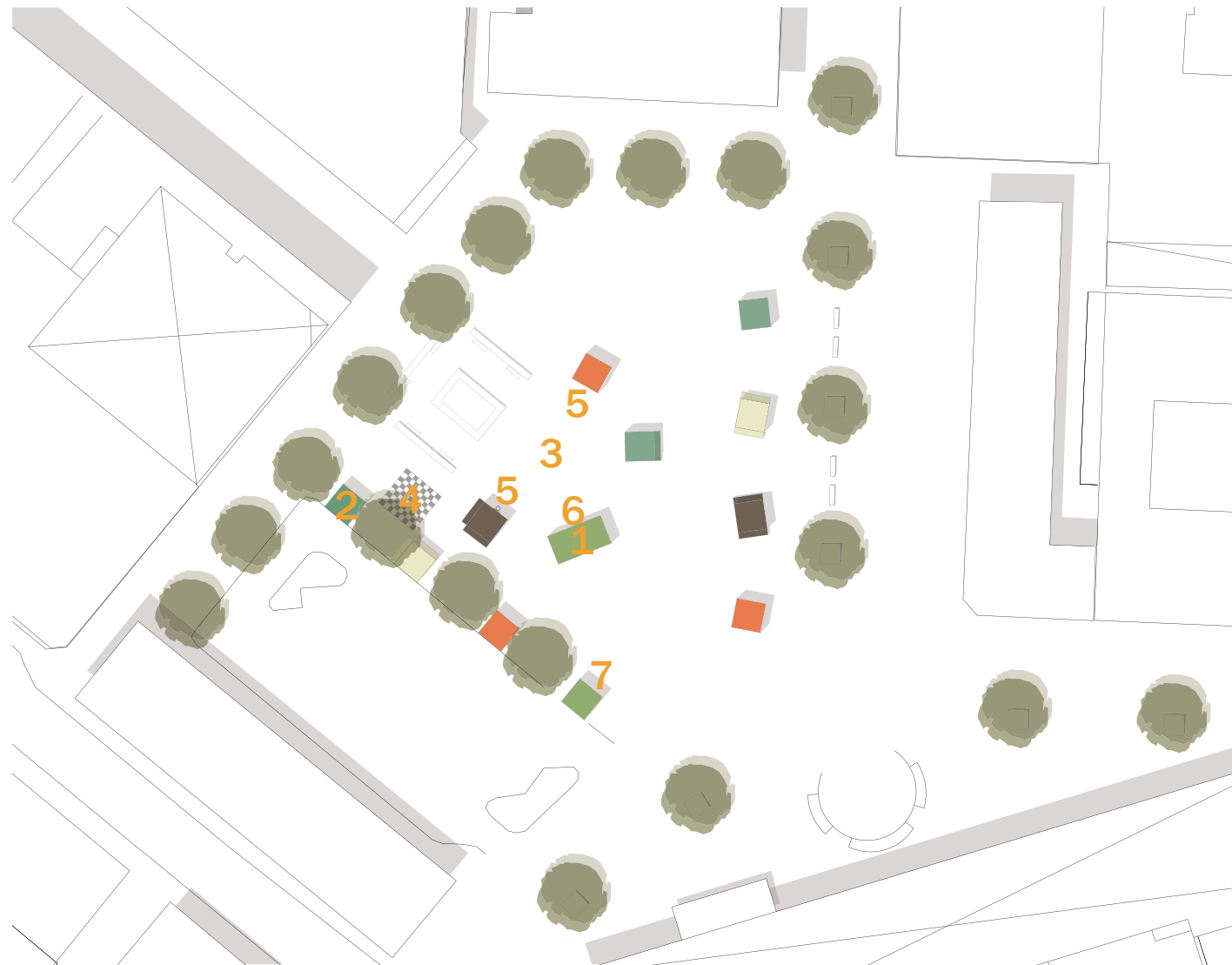
4 walls lifted up
Divided in 4
4 sellers



4 walls lifted up
Divided in 2
2 sellers

DESIGN PROPOSAL : THE BOX

BOXES ON THE OLD SQUARE



LEGEND

SPECIAL BOXES

- 1. Närproducerat
- 2. Chess Set Storage

ACTIVITIES

- 3. Basketball Field
Open Air Cinema
- 4. Chess Game

EQUIPMENT

- 5. Basketball Baskets
- 6. Screen for
Projections
- 7. Blackboard



NEW LIFE FOR THE OLD SQUARE

The boxes and the way they are placed on the square re-scale and structure the space and make it more vibrant. The parking is not 'on' the square anymore and the existing urban furniture interacts with the boxes.

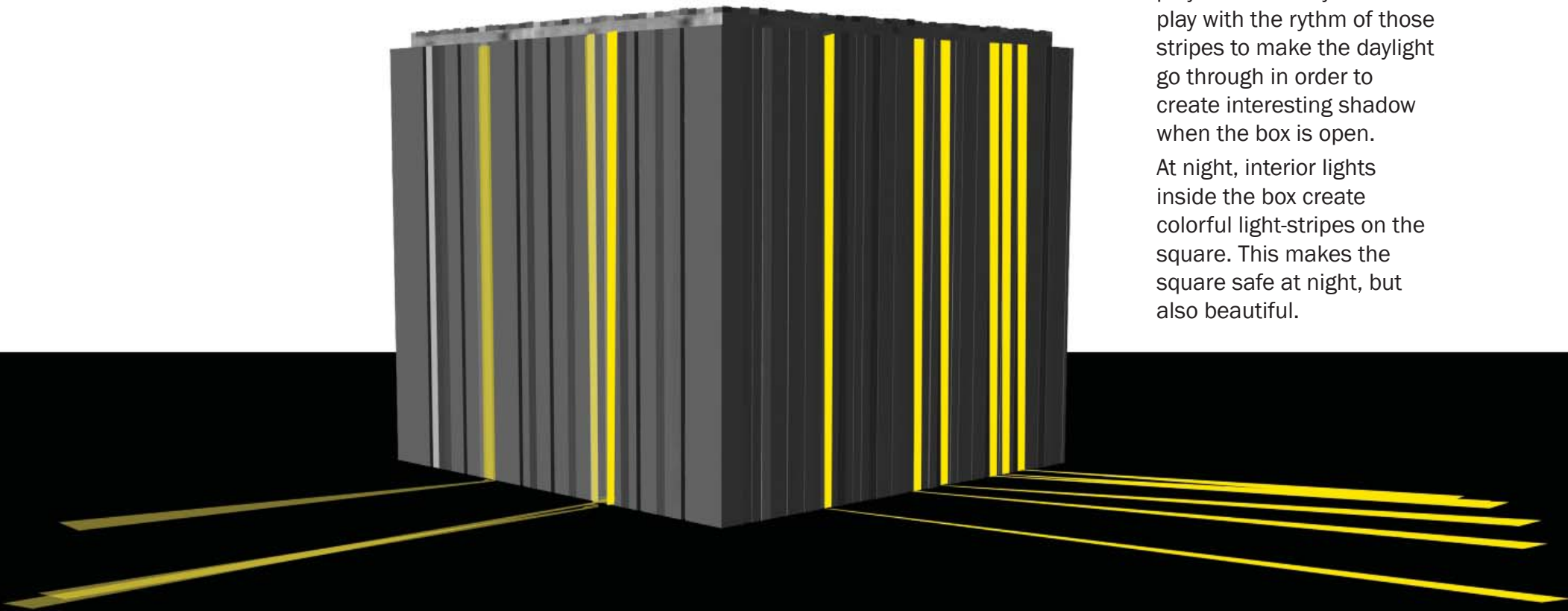
The color of the boxes are attractive and invite people to playfulness.

DESIGN PROPOSAL : THE BOX

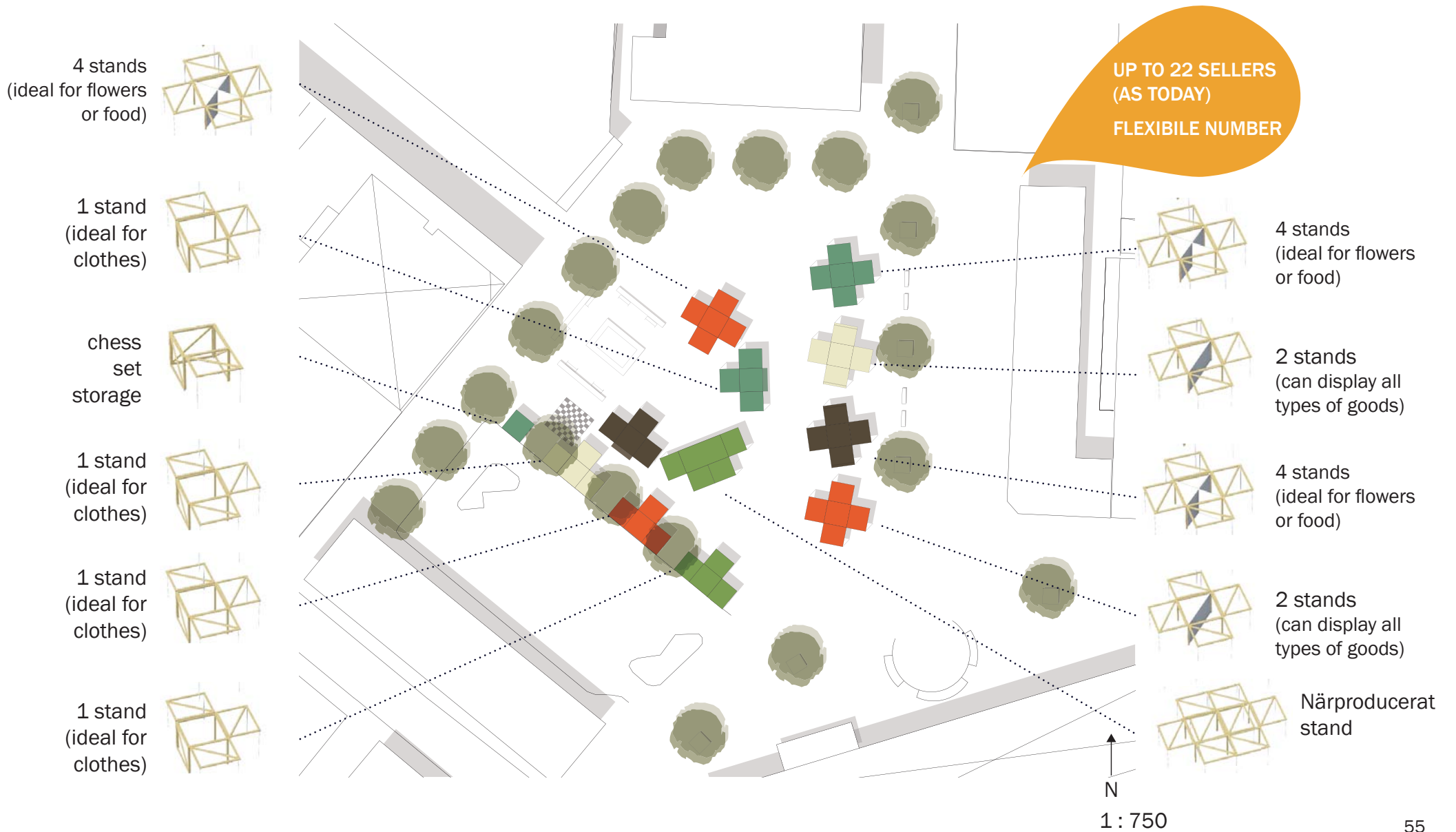
LIGHT / NIGHT

The boxes are made of wooden stripes on top of a polycarbonate layer. we can play with the rythm of those stripes to make the daylight go through in order to create interesting shadow when the box is open.

At night, interior lights inside the box create colorful light-stripes on the square. This makes the square safe at night, but also beautiful.



BOXES FOR TIDAHOLM'S MARKET



DESIGN PROPOSAL : THE BOX



All sellers have a shelter, and heat can be provided in winter. The tables or other materials are stored in the box.

FLEXIBILITY OF STALL TYPOLOGIES

Depending on what you sell, you display the goods in different ways. The box is a very flexible unit that can be divided in 1, 2, 3 or 4 selling spaces depending on how much goods sellers have.

The standard display materials (tables, presenters, shelves) can be stored in the box.

Sellers could rent 1, 2, 3, or 4 quarters of box with according prices from the municipality. If a seller rents it for a year, he can even costum his space and make it 'his own'!



View towards Sparbanken.

NÄRPRODUCERAT ON THE MARKET

Närproducerat Tidaholm has a specific box for selling local food. This box is a fusion of an ordinary market stall and a shop.

The box is furnished flexibly and includes a kitchen for preparing food, an exposed fridge for cold products and a desk that provides as café selling point. Depending on the weather or season, the café seating area is expanding or decreasing. The box can create a space for workshops or information, and ordered vegetable bags can be delivered to this space.

The farmer's products are sold in potato boxes and the size of the selling area grows or shrinks depending on the season.

The different colors of the boxes and the products together with the smell of the local food café is an experience for all senses.



PLAN OF THE STALL
1 : 100



VIEW OF THE CAFÉ
1 : 100

DESIGN PROPOSAL : THE BOX



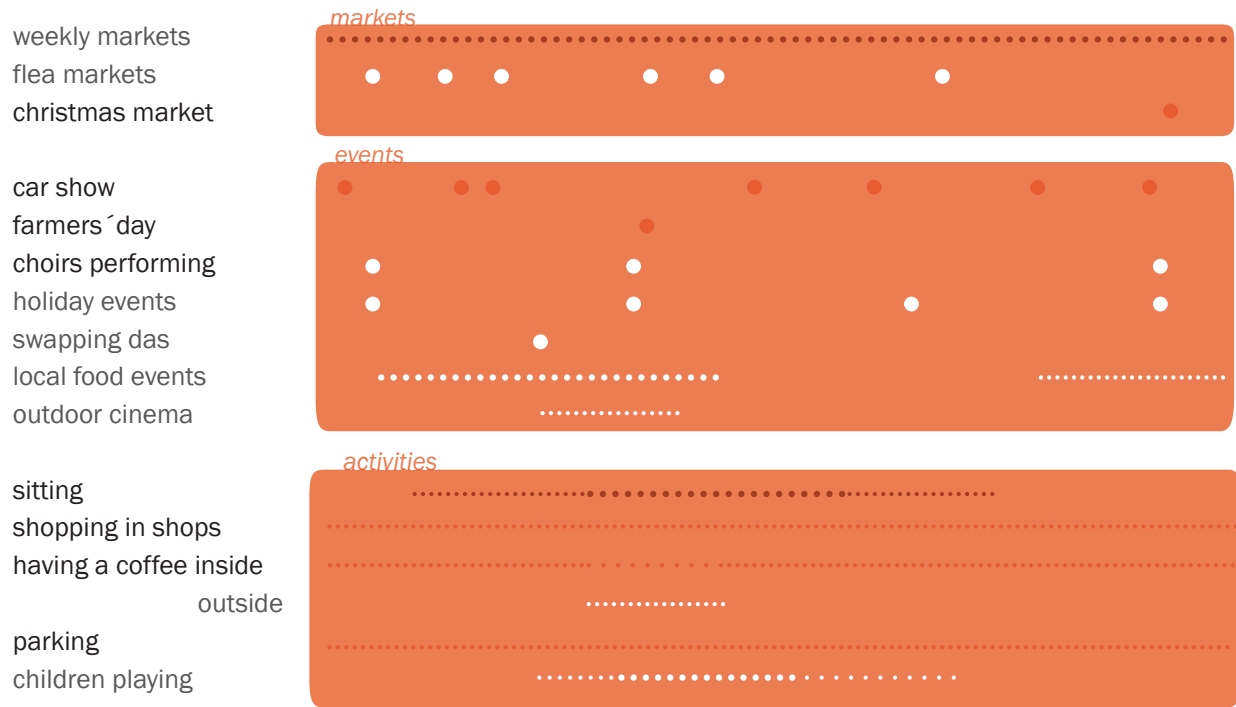
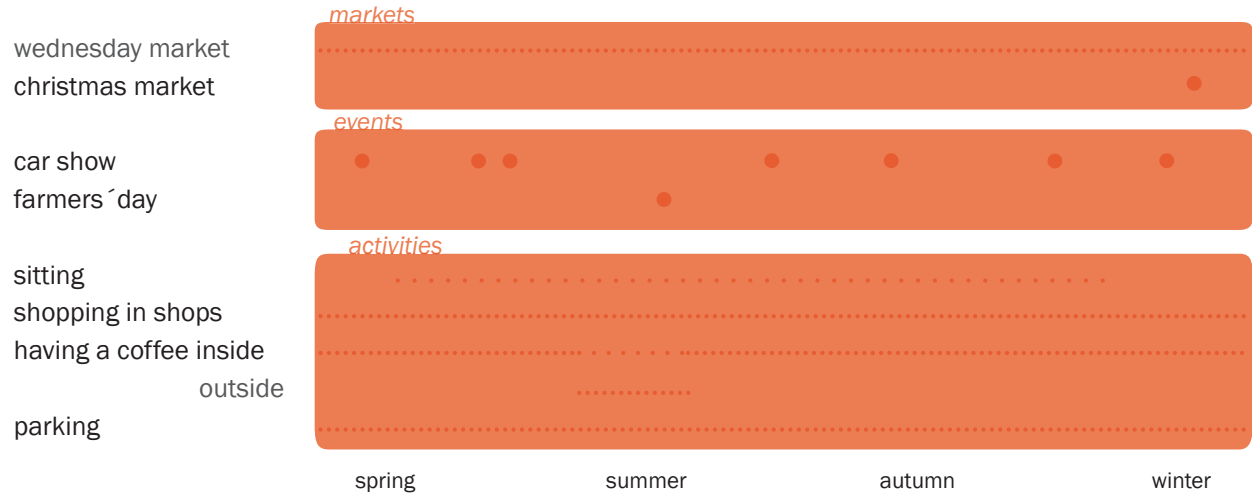
The colorful stall of Närproducerat, view from south

SCHEDULE FOR THE MARKET

The developed market contains more activities than before. The activities are prolonged and the square can be used during all seasons.

LEGEND

- existing activity
- new activity
- developed activity
- occurs once
- occurs frequently during a period



references and literature

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Feenstra, G. 2002 Creating space for sustainable food systems: lessons from the field. Agriculture and Human Values.

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http://msue.anr.msu.edu/news/7_benefits_of_eating_local_foods

<http://www.sustainabletable.org/254/local-regional-food-systems>

www.bondensegen.se

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www.narproducerattidaholm.se

Interviews

Jonas Ringqvist, farmer and co-creator of Närproducerat Tidaholm, Helliden Tidaholm, 18.11.13

Per-Erik Thurén, municipality of Tidaholm, responsible for The Wednesday Market, Phone Interview from Chalmers University of Technology, 05.12.13

Naomi, University Teacher in Kisumu, Kenya, Chalmers University of Technology, Göteborg, 11.11.13

Galini Afendoulidou, Architect from Kilkis, Greece, Chalmers University of Technology, Göteborg, 14.11.13

Shahzad Askaripour-Jazi, Architect from Esfahan, Iran, Chalmers University of Technology, Göteborg, 19.11.13

Photos and Illustrations

p.28 - 29 www.flickr.com

p.30 www.bondensegen.se, www.stationsbutiken.se

p.32 www.flickr.com

p.39 www.narproducerat.se

All pictures used in renders for Design Proposal origins from www.skalgubbar.se

All pictures and illustrations not mentioned above origins from the studio's common photo album, but mainly from Charlotte Farrouch and Lisa Kihlström.

