



RESEARCH DOCUMENT

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1. MUNICIPAL MERCADO
2. VENDOR INTERVIEWS
3. COVID
4. EXPANSION
5. SPACE REHABILITATION

:: Chapter 1

Municipal
Mercado
101

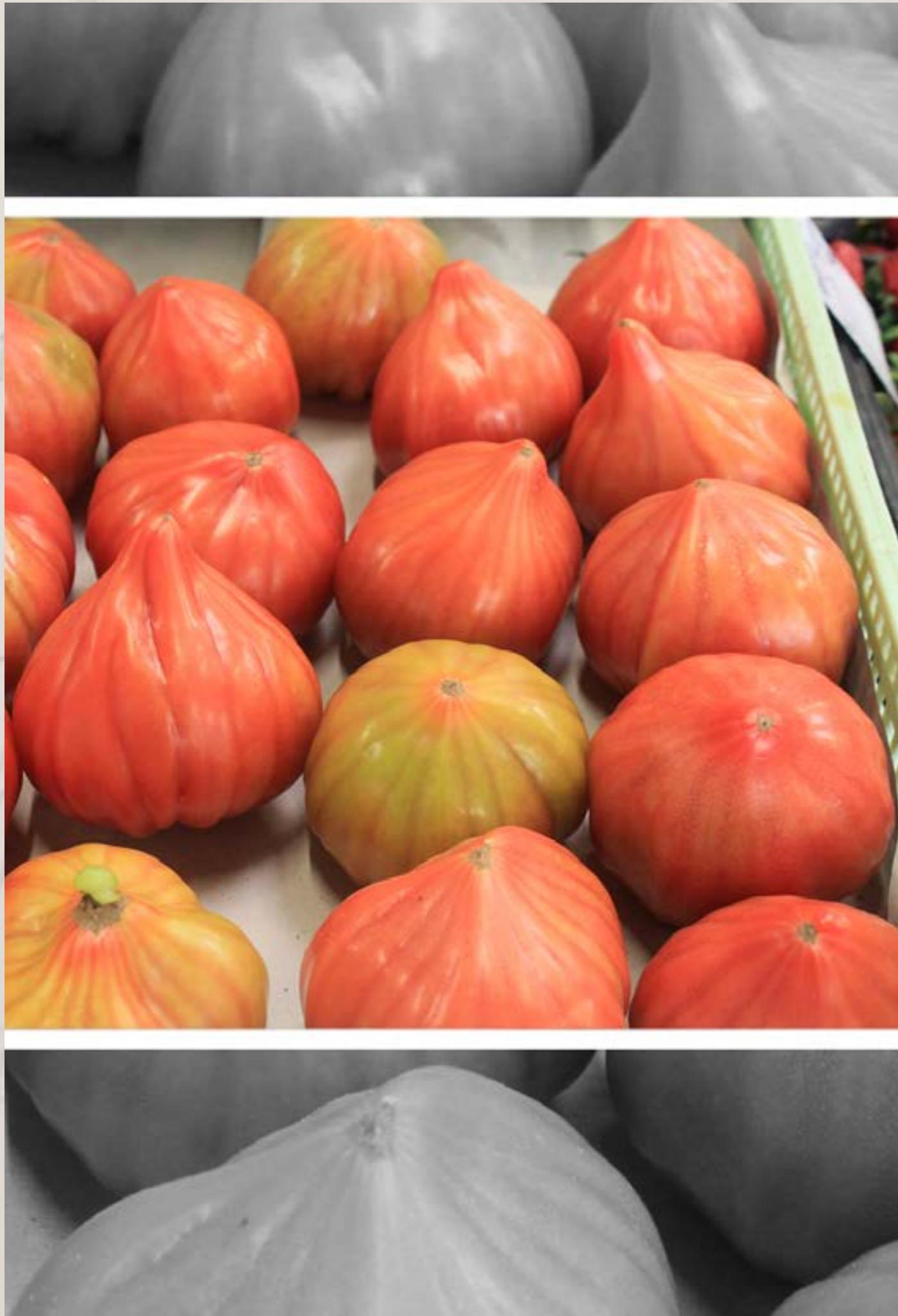
Introduction

The Municipal Mercado is a local market in Almada. This market sell fruits and vegetables - like every super/market. What makes this market authentic is it's the relations between the people, experience of the sounds and visuals or the personalised feel and loyalty that consumers feel towards the favourite stalls.

Chapter 1 focuses on the market identity, location and produce.



Chapter 1 - Introduction to market



Chapter 1 - Introduction to market

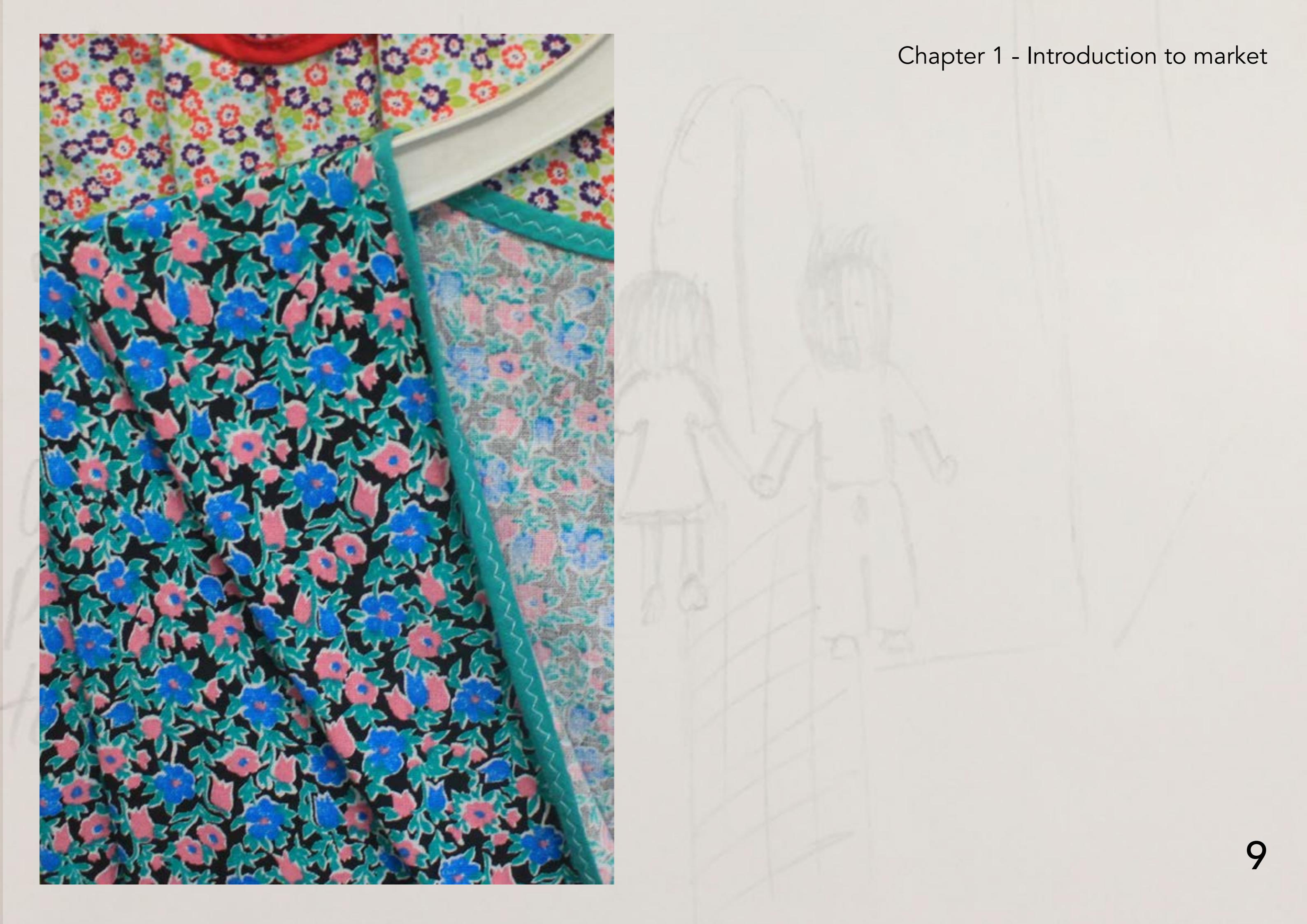


Chapter 1 - Introduction to market



chapter 1 - Introduction to market



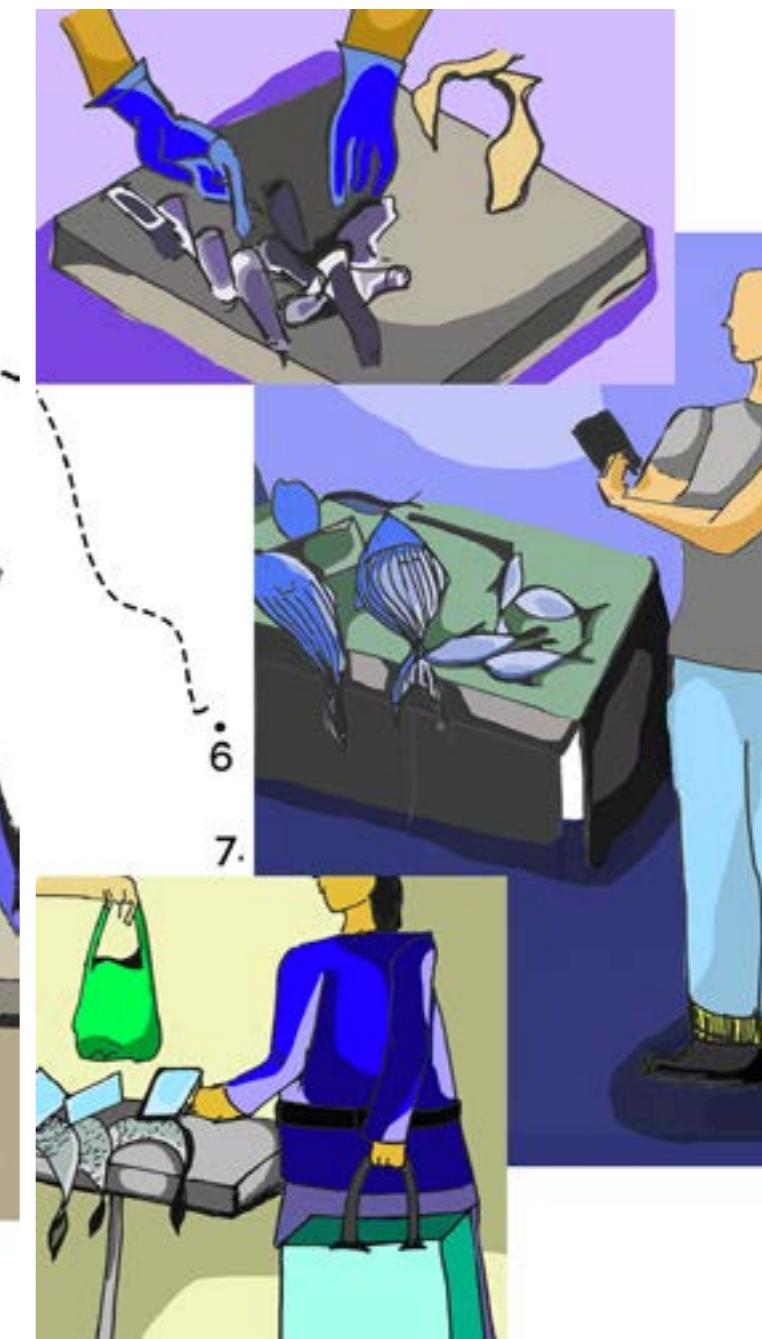


Chapter 1 - Introduction to market

:: Chapter 2

Vendor Interviews

Vendors make the market authentic. They create a personalized feel and bring customers to their stalls. My experience with the individuals I interacted with was very positive. This aspect played a big role in motivating me to use this space for my project. The aim is to ensure that the market is developed and evolved in all aspects to avoid gentrification and unemployment.



Chapter 2 - Vendor Interviews



LETICIA
AGE: 18
STUDENT

Since when have you been working here?
1 year

What are your working hours?
8am to 14h

Where do you source your produce from?
The Market (Mercado Abastecedor)

How does the government assist you professionally?
They just built this market

Why did you choose to work here?
I am helping my family. Eventually, I want to work with children and study psychology.

What is your favourite part about working here?
I like to work with my family and the people that work around are very kind and helpful.

What is your least favourite part about working here?
I don't have but sometimes it's difficult to work in the cold

Describe the market in three words:
1. Cozy
2. Happy
3. Friendly

Which colour would you assign the market?
Orange because it is happy



FATIMA
AGE: 55
FISH SELLER

Since when have you been working here?
35 years

What are your working hours?
6am to 14h

Where do you source your produce from?
they go to the fishmaker in costa da caprica/ sesimbra/ fonte da telha

How does the government assist you professionally?
they dont help nothing!!

Why did you choose to work here?
Because I married a fish seller

What is your favourite part about working here?
Meet with people/ talk with many people

What is your least favourite part about working here?
It's very work/ it's heavy work

Describe the market in three words
1. Heavy
2. Joyful
3. Social

Which colour would you assign the market?
Orange



Chapter 2 - Vendor Interviews



ARMANDO

AGE: 41

COMERCIANTE

(Translated from Portuguese)

Since when have you been working here?

30

What are your working hours?

7h to 13h

Where do you source your produce from?

Costa De Caprica/ Fonte Da Telha/ Trafaria

How does the government assist you professionally?

Naj Ajuda

Why did you choose to work here?

Family tradition / Grandparents / Parents, Because I like the public service of fish and everything that surrounds the sea)

What is your favourite part about working here?

Contact with the public and the fish

What is your least favourite part about working here?

The physical conditions of the market and the cold in winter

Describe the market in three words

1. Traditions
2. Quality
3. Customized

Which colour would you assign the market?

Blue



TELMA

AGE: 21

STUDENT

Since when have you been working here?

Since I was 16. I used to help my parents after school.

What are your working hours?

All weekend in the morning

Where do you source your produce from?

We prefer to buy our products from national farmers

How does the government assist you professionally?

They just built this building and they give us a place to work here but we need to pay for it

Why did you choose to work here?

To help my parents

What is your favourite part about working here?

Attending people and interact with different people from different cultures

What is your least favourite part about working here?

This building is not adapted to different weather, like in winter it is extremely cold

Describe the market in three words

1. Cozy
2. Friendly
3. Family

Which colour would you assign the market?

Green



:: Chapter 3

COVID - 19
and how does
it effect
essential
services?

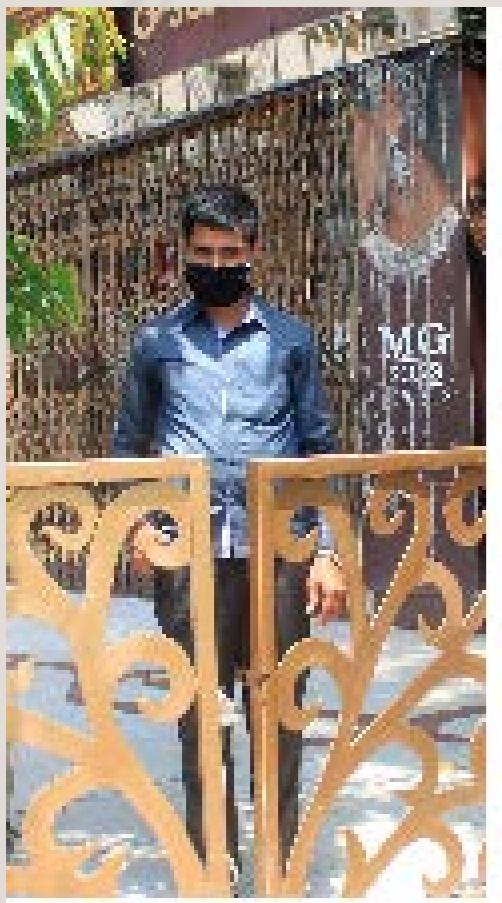
Being 'cut out' from Almada, I often wondered what the traditional vendors were doing to adapt themselves to the situation. Specially since there are so multiple natural elements, surfaces and people in close contact with each other.

I studied my environment in India and did a case study of local vendors. What is happening around me? How can this be designed to fit into Almada?





:: Daily wage workers







∴ Essential items

Vegetables
Fruits
Dairy Products
Bread and Grains

Halt of transportation

Inequitable distribution of labor and food

Low income leading to starvation and more poverty

Stranded truck drivers on high ways

Money not reaching farmers/distributors. Unused produce being thrown away

Lack of transport and income leads to lack of rent (migrant workers leave the city and walk 30 kms in hunger)

Work from home is not possible for blue collar jobs

No/minimum access to technology

Inflated price of vegetables/ stale subsidized food

Daily wage/temporary workers do not receive paid leave

Hoarding/rationing of food

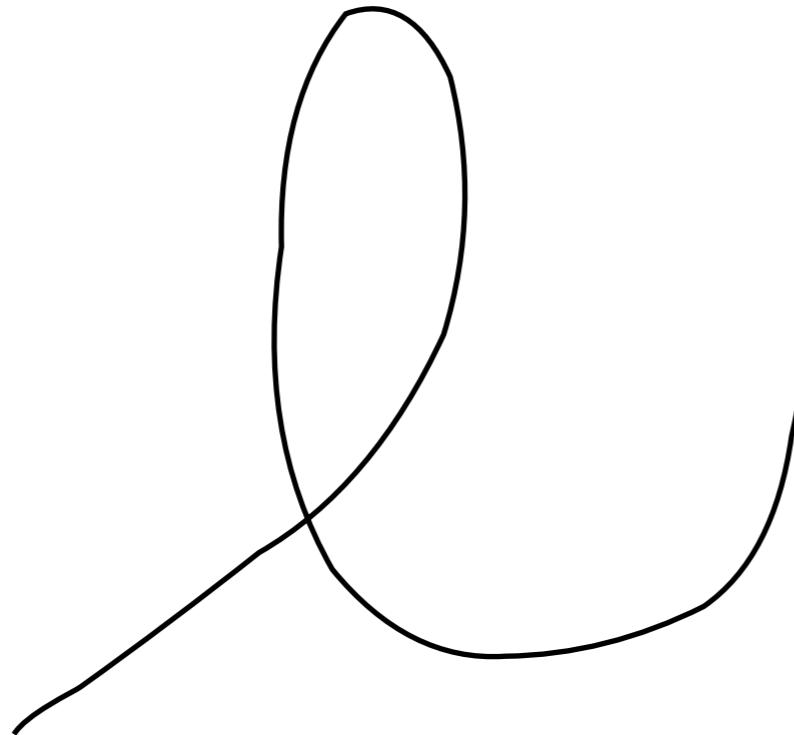
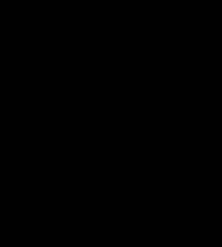
Families live in suffocating small room(s) in slums (increased alcoholism and domestic violence)

Violent police measures in low income areas to impose physical distancing

Biased news channels promoting narratives of hate against minority religions (accusing them of spreading COVID - 19)

:: Vendors in municipal mercado

speculation

- 
-  Home Delivery
 -  Contactless Payment
 -  Governmental Schemes/funding
 -  Alternate revenues of income
 -  Loyal customers supporting their local community (donating, charities, volunteering, investing)
 -  Benefits of strong social cohesion

Change in:

:: skills

:: systems

:: services

:: spaces

:: social interactions



:: Problem

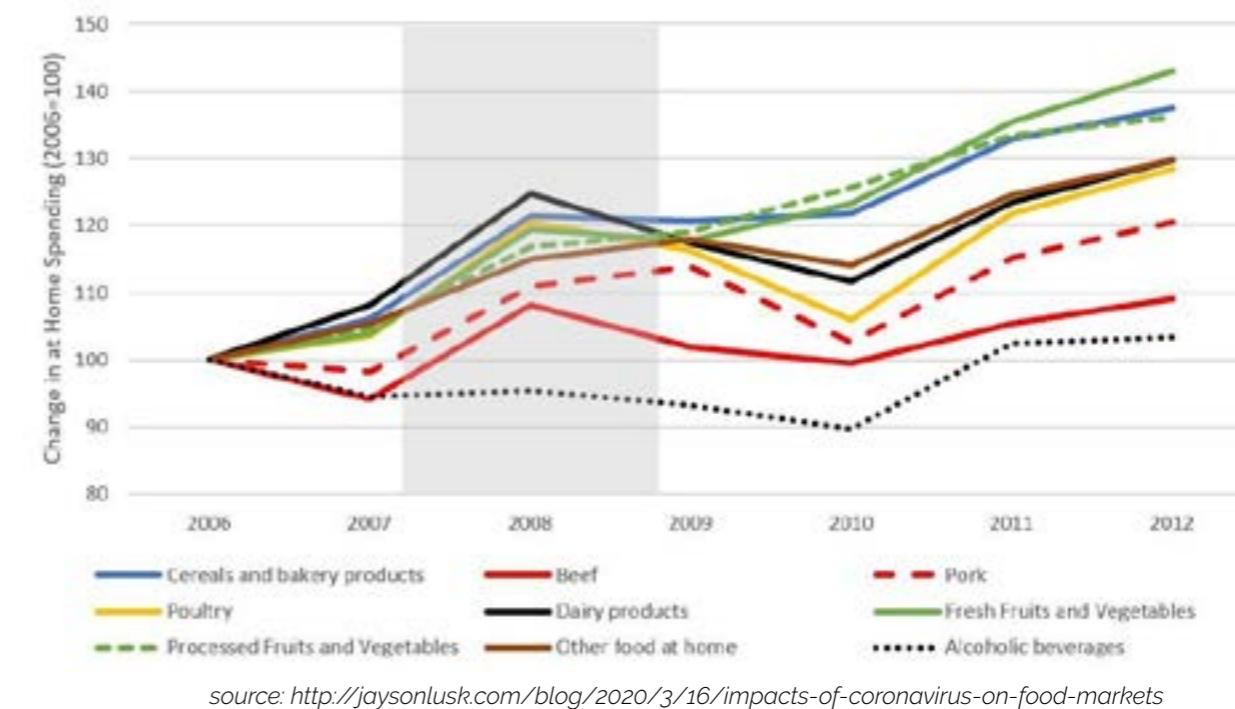
The market caters to a more mature audience (over 65 years old)

Senior citizens are more susceptible to corona virus (who are recommended not to leave their houses)

So, while we might have the food supply available, will we have the workers to get it to us?

Supply chains are optimized for efficiency and low-cost production, not necessarily for flexibility and resiliency.

.. Recession x municipal mercado



This recession maybe beneficial to the market as they might attract a new audience. People tend to eat out less and buy cheaper/local fruits and vegetables when in financial distress.

Mid - day meal for
students in government
schools (India)

http://mdm.nic.in/mdm_website/

Mumbai Dabbawala tiffin
delivery system (locally run
with minimum technology)

<https://mumbaiddabbawala.in/>

Local references and
how they can be
adapted to the
Municipal Mercado
Almada

01

02

Municipal Mercado to
collaborate with non
profits/ govt. schemes in low
income areas and provide meal
plans/ subscription
services

Designing a subscription
package for senior
citizens where they
receive fresh local
produce every week/
3 days with recipies

**Standard literacy,
Low-budget,
Decentralized workforce**

Zero reliance on technology
A one in six million error rate,
Power, intelligence Potential, right system

Tailor made to fit within the boundaries of the city and its customers, Sustainable, affordable, almost impossible to replicate.

They use the Suburban Railway for their operations, Charge an average of 500 rupees a month

Have enough autonomy to negotiate prices and build long lasting relations with their customers.

∴ Mumbai dabbawalas

Extremely local (an object of fascination) yet untouched by gentrification while being modern and relevant. (house to house tiffin delivery service)



source: <https://mumbaiddabbawala.in/image-gallery/#gallery-5>

Decentralized

low budget

local

system design

functional

Can the space be transformed
into the headquarters for all the
independent municipal
mercados in Almada?

:: Chapter 4

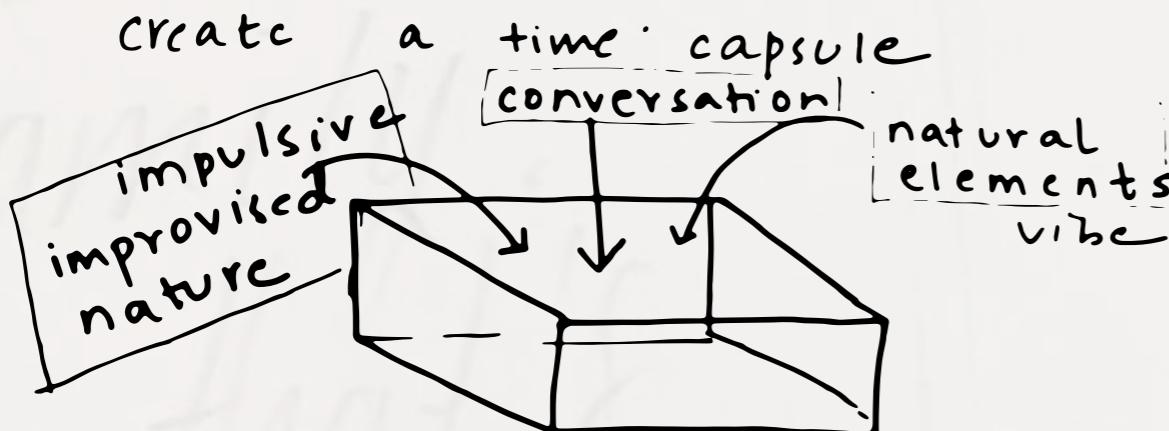
:: Expansion

It is time to start re branding, seeing what are the ways the Municipal Mercado can thrive, create additional services, understand the space and

Optimize the skills of the vendors

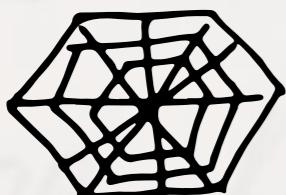
MUNICIPAL MERCADO

GAUHA PAĀ



?WHAT REMAINS CONSTANT?

- produce
- space/location
- customer loyalty?



the uniqueness

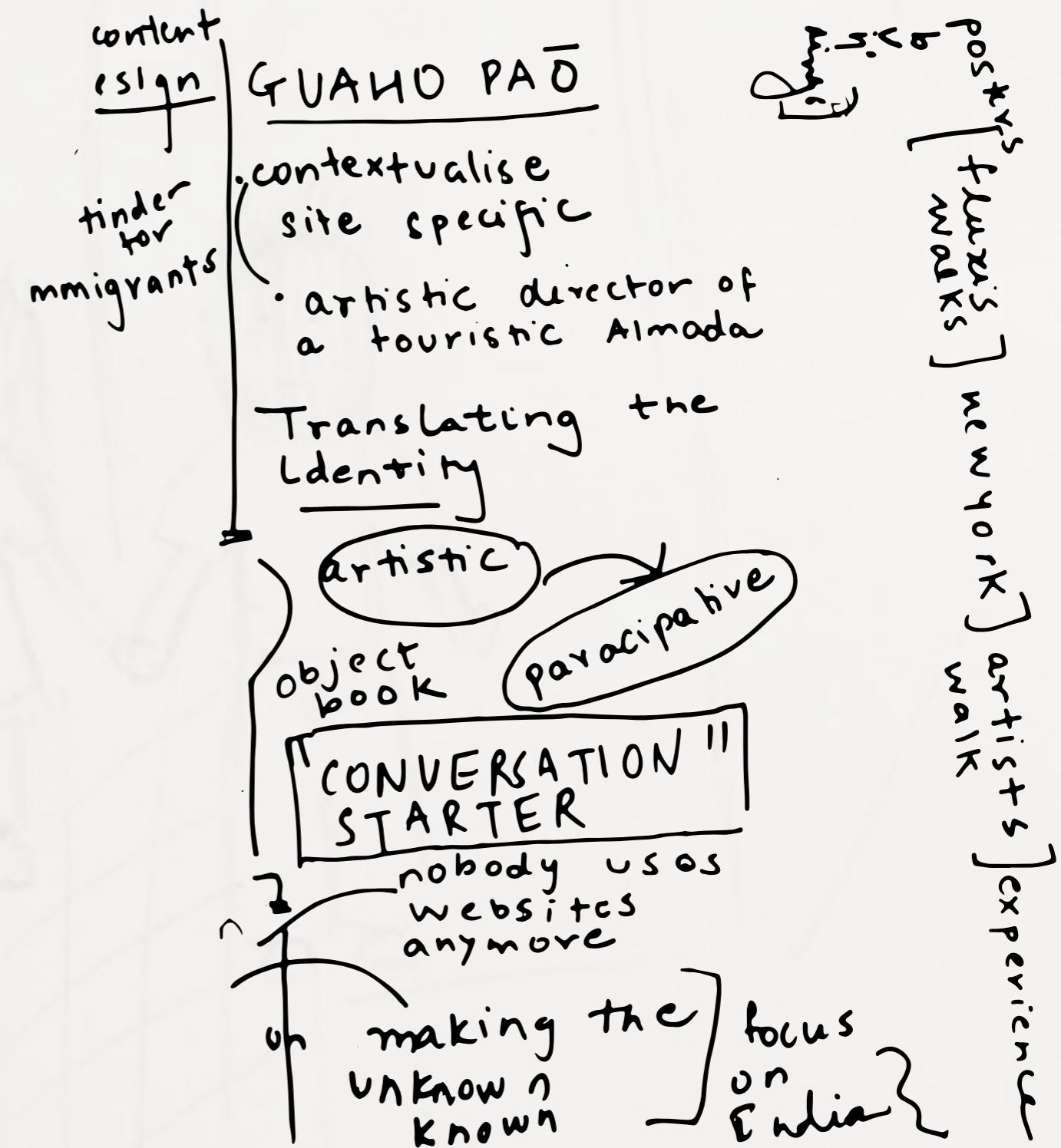
vendor community] interactive element

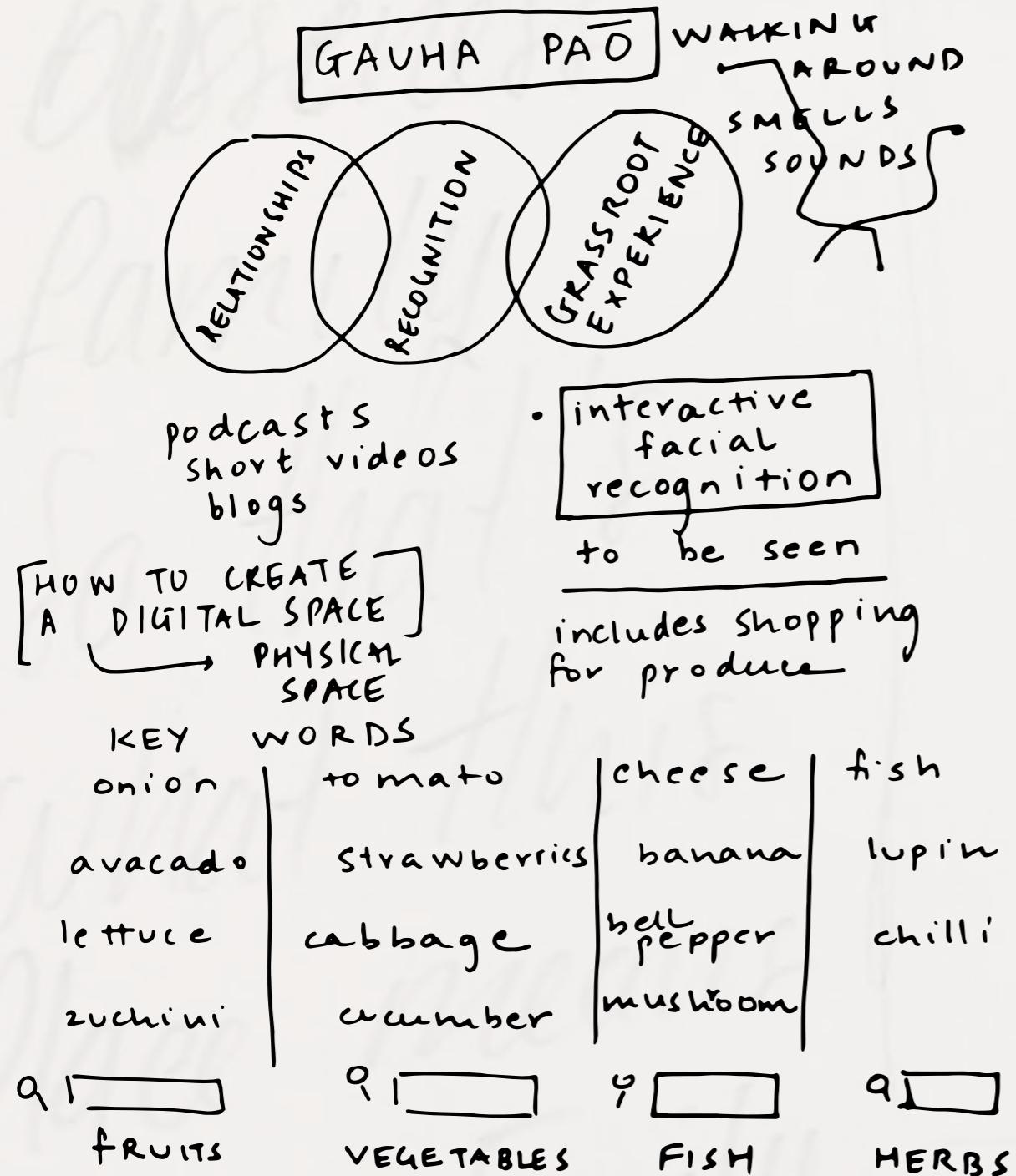
proposal

buying by
looking

interaction

a creative platform /
app that allows customers
to virtually participate
in the market.





- How are relationships built digitally →
 - tinder (dating apps)
 - instagram (personal life/ businesses)
 - video calling (zoom/skype)
 - Whatsapp chatting
 - collaborations?
 - email newsletter/ website

- What fascinated me with the market?
 - When I spent time there, how do I feel?
 - Why and how should I replicate this experience?
 - Were the fruits and vegetables the authentic source of the market?
NO
 - The eye contact I received
the hospitality interaction
familiarity, trust
honesty in the work
- not to support local economy not to buy cheaper vegetables not because of the location

RELATIONSHIPS – friendship
RECOGNITION – importance
GRASSROOT EXPERIENCE

→ UX design
→ cardiff miller
→ walks

[overlapping realities]

x confusion
weird playful] facial recogniti

privacy concerns ←

previously recorded
see it on sight

knowledge through experience

not unravelling
floating actions

photo phrase + continue conversation

wormholes - access content

goods based
culture based
emotion based
contemplation based
good layer of poetry

DIGITAL: representation

specific forms of content

brain storming [voice to everyone] individual needs

Instagram takeover

VENDORS → informative
helpful personalised

PRODUCE → fresh negotiable
impulsive buying

CUSTOMERS → relationships

location prices experience

Idea → App

linear? creative?
shake it up!

'TO BE NOTICED', recognition
IN CONTROL, options: personal custom
LOCAL ECONOMY

A FACE BEHIND THE PRODUCE

'metaphor' → connect to something bigger
What is a local market -? A reflection of the neighbourhood



- steps, protocol,
- individual projects
- boxing + unboxing documentation

BEHIND THE SCENES

- micro-narratives
- informal scripts

variety of content
with structure
richness of the
narrative

TRACES OF WHAT IS HAPPENING

→ include processes
remove icon
cut it out

THINK IN PHOTOGRAPHS

- cannot be conclusive
- in progress

how to create room?
// [complementary] not
totalistic

*exterior
humane
way*

*chronologically
linear
out our
scenarios*

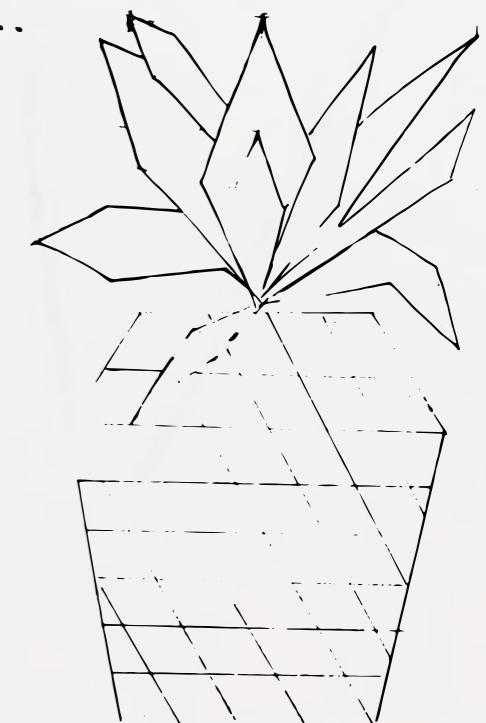
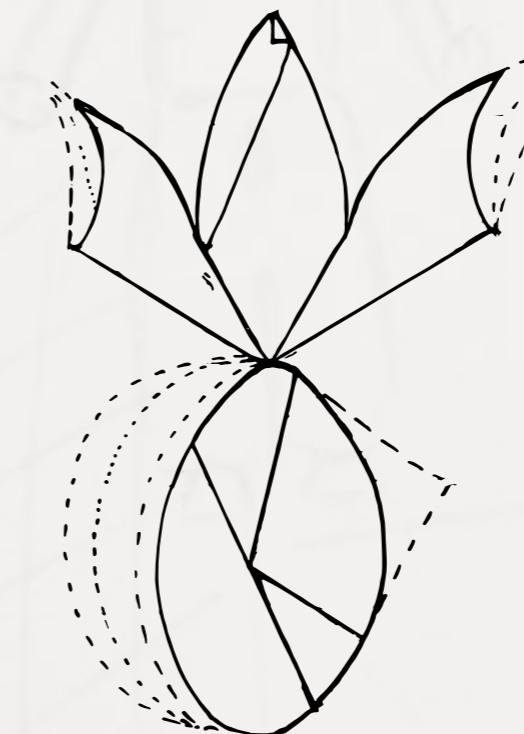
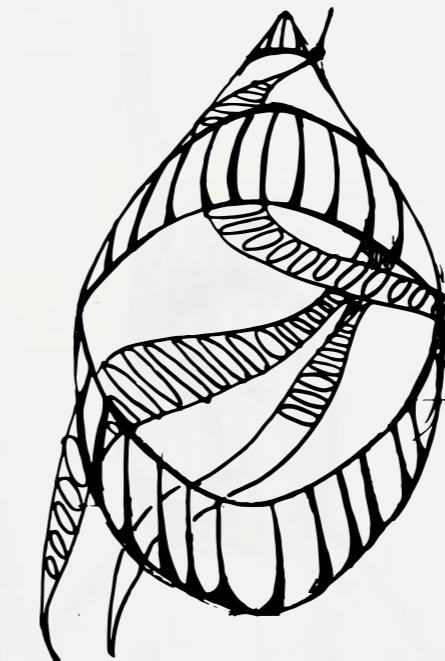
sacrifice what is static or
INTERVIEWS, PROCESSES.

ARCHIVE

virtual exhibition part of it

ARTISTIC FREEDE

- CULTURAL INTERACTION
- enrich experience
- pop-ups
- posters — rice SOURCE
- Instagram — curry
- physical exhibition — chicken



:: Wire frame for app :: draft 01

Focuses on -

- Unified delivery system
- Cloud kitchen (gig economy)
- Focus on biodiversity
- Interactive stations at the market
- Deeper insight into supply chain

Chapter 4 - Expansion



upload image here
of self

LET US KNOW YOU'RE NOT A ROBOT:



Name:

Surname:

DOB: (mm//dd/yyyy)

Residence:

Contact Number:

Email address:

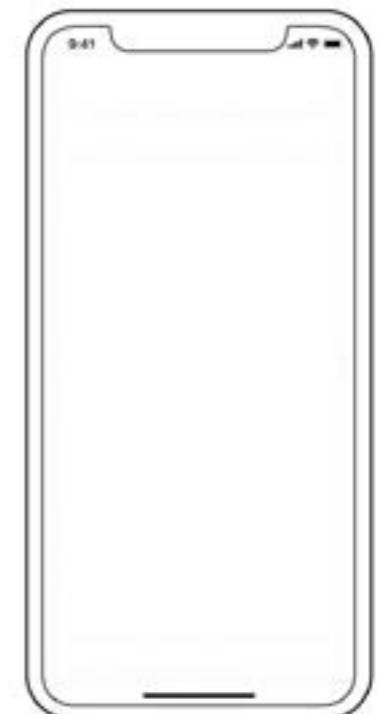
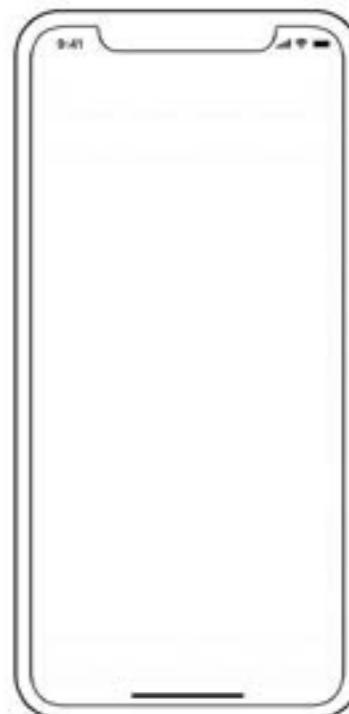
SECURED CONTACTLESS PAYMENT METHOD

- VISA
- MAESTRO
- IDEAL
- NET BANKING
- CASH ON DELIVERY
- (MINIMUM ORDER REQUIRED)
-

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iPhone X(S)
wireframe template by www.themokku.com



collection system back end (for the delivery person)

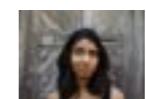
[TO BE DELIVERED](#) [DELIVERED](#) [CUSTOMER DETAILS](#) [MY PROFILE](#)

01	Order number : #123456 John Doe 123, Brooklyn Street, New York, New York +123 1234567890 Collection: 13/05/20 12:20PM	Number of boxes: 1 	<input type="radio"/> collected on time
02	Order number : #123456 John Doe 123, Brooklyn Street, New York, New York +123 1234567890 Collection: 13/05/20 12:20PM	Number of boxes: 3 	<input type="radio"/> collected on time
03	Order number : #123456 John Doe 123, Brooklyn Street, New York, New York +123 1234567890 Collection: 13/05/20 12:20PM	Number of boxes: 1 	<input type="radio"/> collected on time
04	Order number : #123456 John Doe 123, Brooklyn Street, New York, New York +123 1234567890 Collection: 13/05/20 12:20PM	Number of boxes: 4 	<input type="radio"/> Collected on time

delivery system (visible to customer and employee)

[TO BE DELIVERED](#) [DELIVERED](#) [CUSTOMER DETAILS](#) [MY PROFILE](#)

insert video of behind the scenes
delivery video



Hi I am Jane Doe. I am looking
forward to delivering food to
you. When I am not doing that, I
prefer to stay at home and
run my kombucha business.



favourite movie




favourite cuisine




hobby


go to holiday destination


my profile delivery person

[TO BE DELIVERED](#) [DELIVERED](#) [CUSTOMER DETAILS](#) [MY PROFILE](#)

upload image
(movie)
upload image
(cuisine)
upload image
(hobby)
upload image
(holiday)

Name:
Surname:
DOB: (mm//dd/yyyy)
Residence:
Contact Number:
Email address:
500 word introduction:
Favourite movie:
Favourite cuisine:
Favourite hobby:
Go to Holiday destination:

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:: Digital immersive experience :: draft 02

**Immersive experience of the market to
Showcase authenticity, create
relations and provide exposure to a global
audience: digital**

EXPERIENCE AND SYSTEM DESIGN

RECOGNITION. RELATIONSHIPS. EXPERIENCES. The municipal Mercado is more than the produce.

It is its vendors.

The locations that sell.

The supply chain.

It is viewing the craftsmanship behind scaling the fish.

It is the water on the floor.

It is smell from the fish.

It is watching someone wash their cheese and remove the mold from it.

It is asking the daughter of the vendor for seasonal recommendations. But also asking what is she studying?

It is entering through one of the four entrances and looking for familiar faces

It is being part of a community.

It is getting a custom experience with human interaction.

It is wondering if it is possible to negotiate.

It is being able to feel a different energy depending on what time of the day and if there was a good sale.

It is having a favorite stall because of the relationship with the vendor. Even if the produce is the same quality everywhere.

It is the unique customizations and colours of each shop.

Why Is the roof a problem?

Asbestos is a naturally occurring mineral composed of soft and flexible fibers that are resistant to heat, electricity and corrosion. These qualities make the mineral useful, but they also make asbestos exposure highly toxic.

Over decades, trapped asbestos fibers can cause inflammation, scarring and eventually genetic damage. Hence, roof of the Municipal Mercado must be changed.

Featuring on this page

Maria De Fatima Lopez

Maria is
Maria
Fatima Lopez
M. de F. Lopez

Navigate the market

:: Chapter 5

:: Space
Rehabilitation

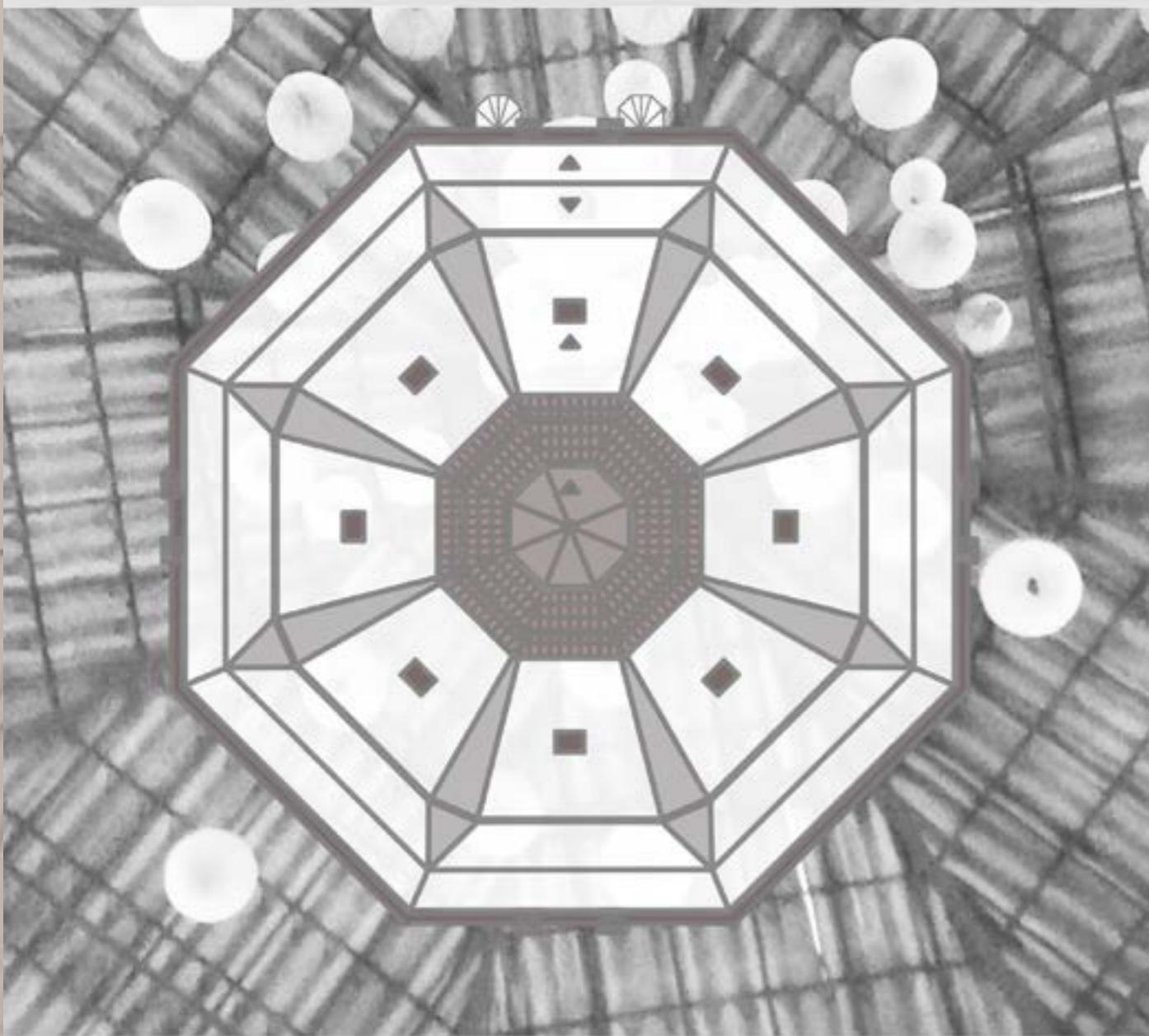
A push and pull between complex relations between the old and new. Rehabilitation and new construction. Implementation of a new roof has an impact beyond architecture. It is a metaphor for a new spirit, a new vision and new audience for the Municipal Mercado. Blended, complementary and overlapping with the original structure. It is logical to use terms like hybrid, contemporary, functional. – these terms offer a spectacle of possibilities. A game of variation.

The essence of this project is based on the re-design of a new cover. Taking down 'to fix' will not be the solution. The dichotomy of black and white must be overcome. This project offers a critique on the historical market that insists to dwell on a specific moment in time. To not have moved away from drawing conclusions beyond the basic. That defines minimum human living conditions.

Why? The existing approach is not capable of managing the complexity of current and future times. A desire for immediate effectiveness over simplifies a multi – dimensional space. There is a need for a regulation that caters to more than just street width and building height.

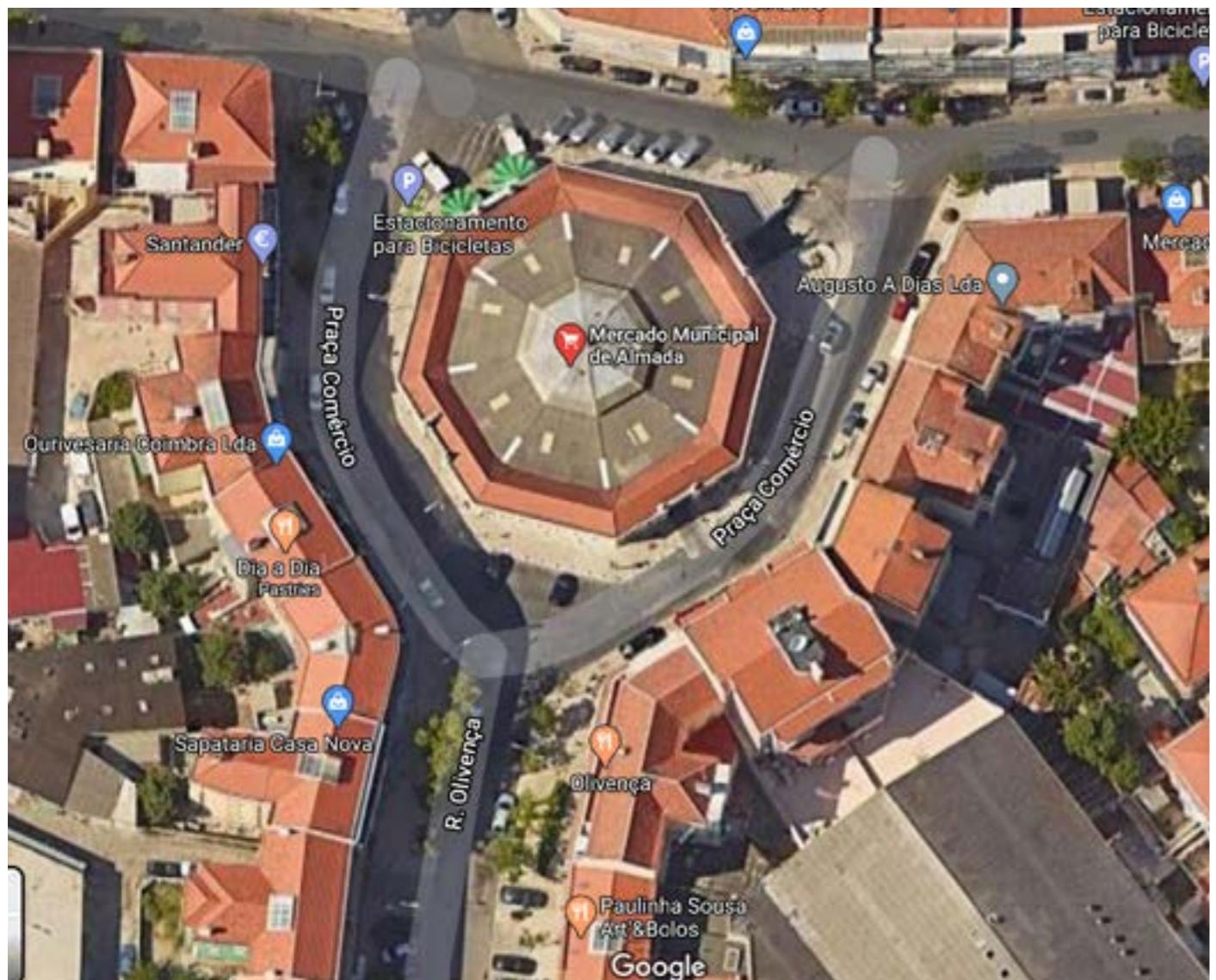
USE AND RE-USE.
THINK AND RE-THINK.
REDO. REPEAT.

8, praça comércio
7, almada, portugal

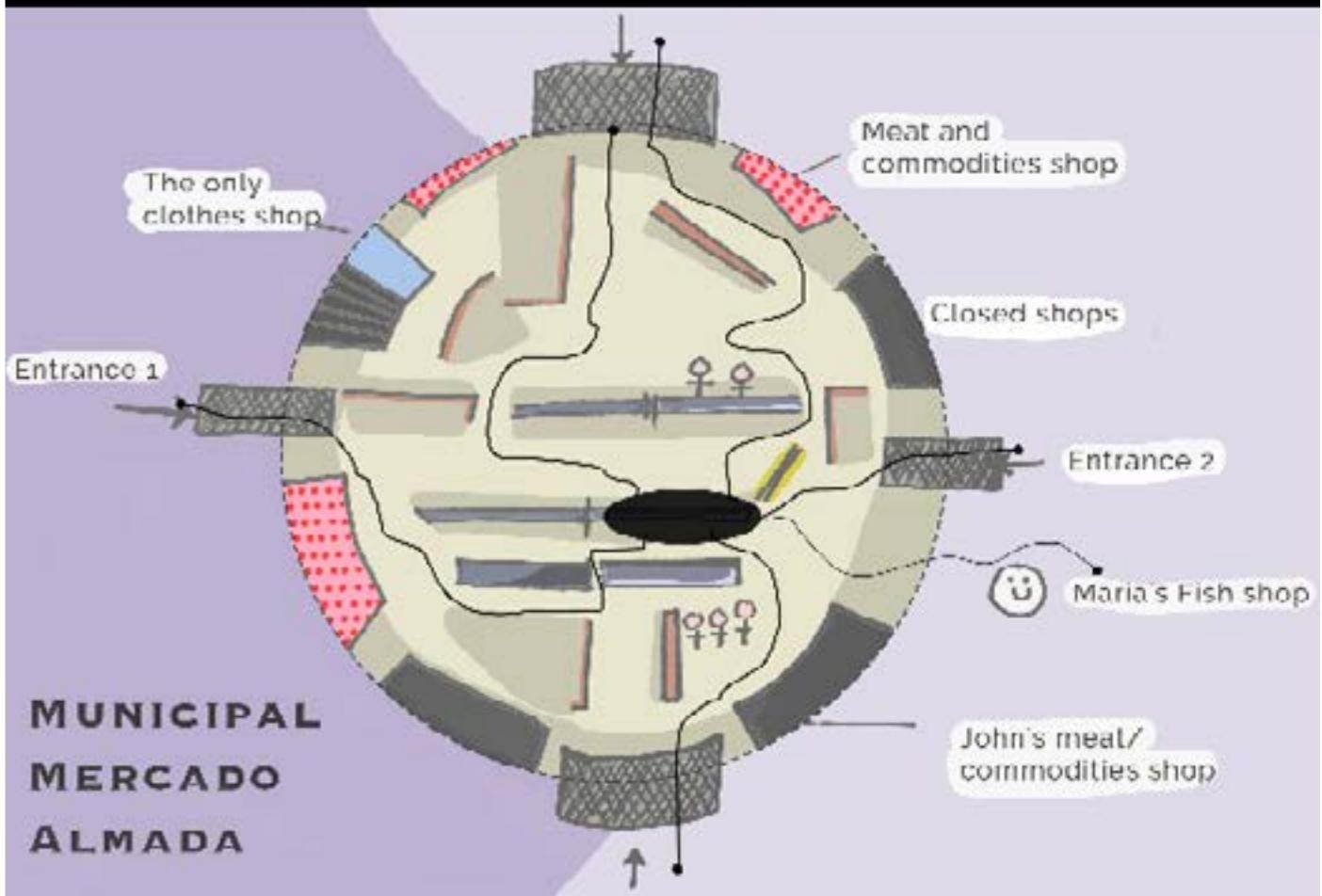


a new roof
a new start



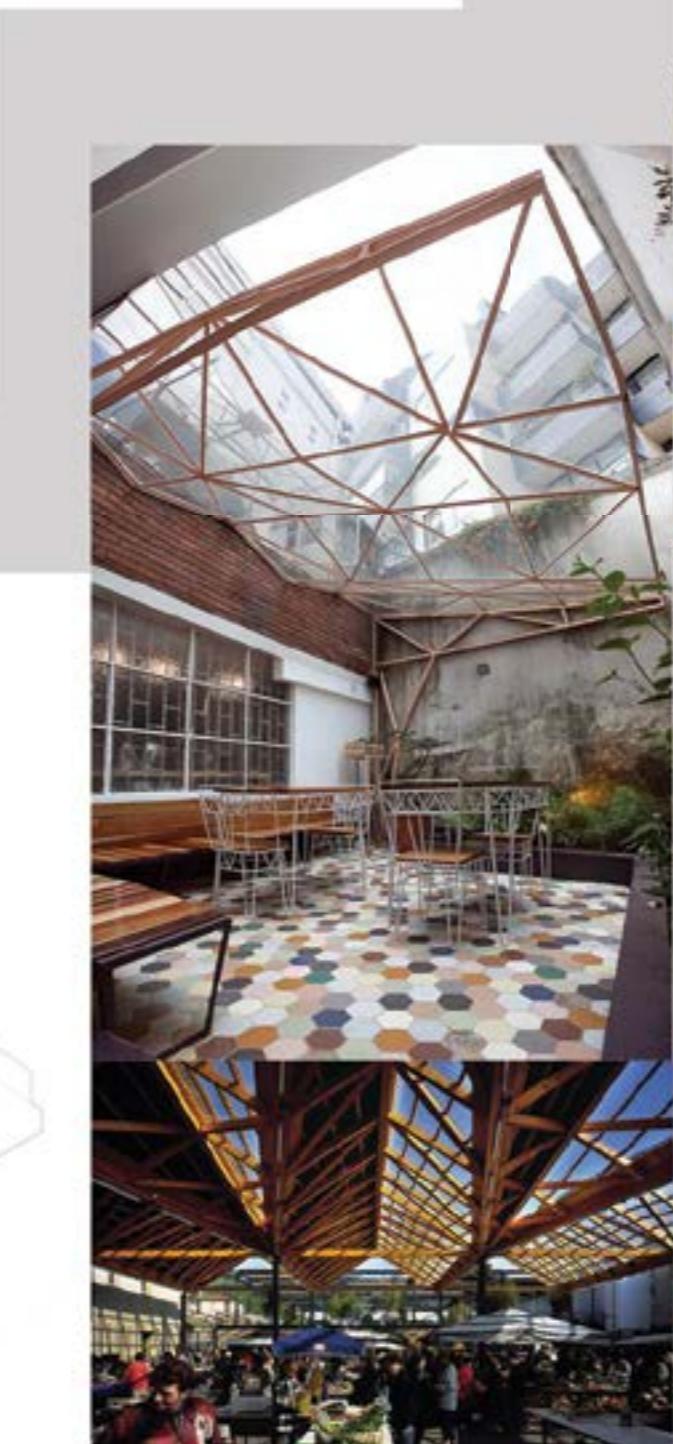
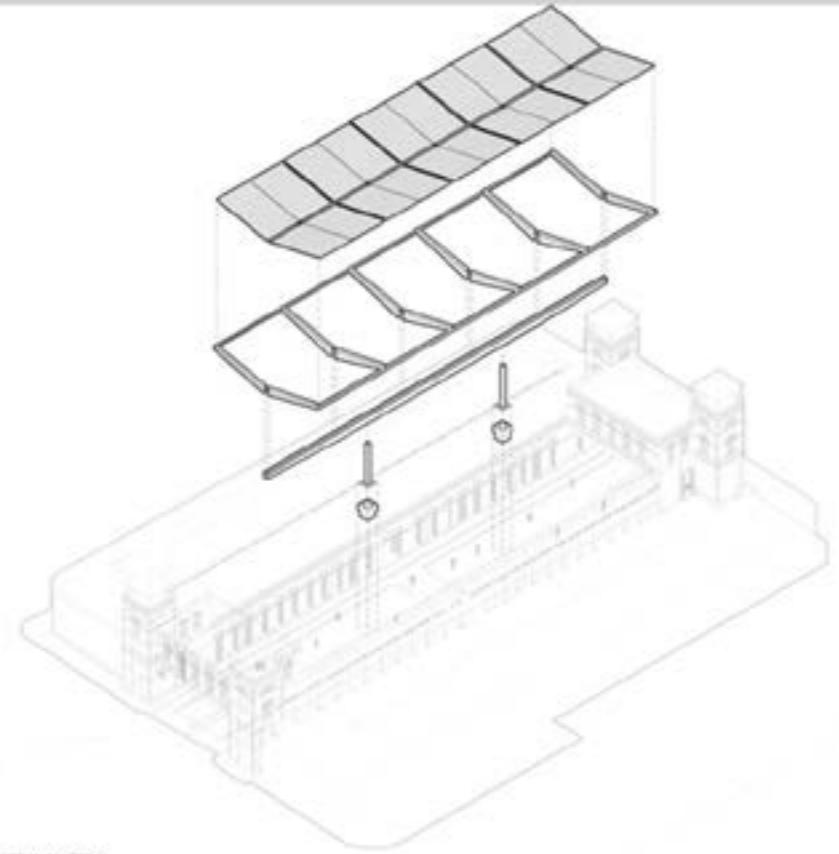


Location study



within the market

MOOD BOARD FOR ROOF OF CAFE - MUNICIPAL MERCADO



A CONGLOMERATION OF THE OLD AND NEW



vegeo vegeco nezu store in tokyo



the minimalist space is directly influenced by the vegetables

First covered market of the Netherlands

It is unique because of the different functions are combined - food shops, restaurants, a supermarket and an underground parking

A strong contribution to the urban economy. Markthal with its daily fresh food market, shops and apartments, creates coherence and connections in the neighbourhood which will reach a new centrality.

Construction: A highly public, open building with good accessibility was needed. The team decided to just flip the two slabs and market which led to a larger hall with two wide openings towards the city.

TOTAL URBAN TRANSFORMATION IN ROTTERDAM



Open as possible to attract the public and at the same time it had to be closed off due to weather conditions. Keeping the closure as transparent as possible a cable net façade was chosen which needs very few constructive elements. Its principle is comparable to a tennis racket in which the steel cable are used as strings in between which the glass is mounted.



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conglomerate.hybrid.
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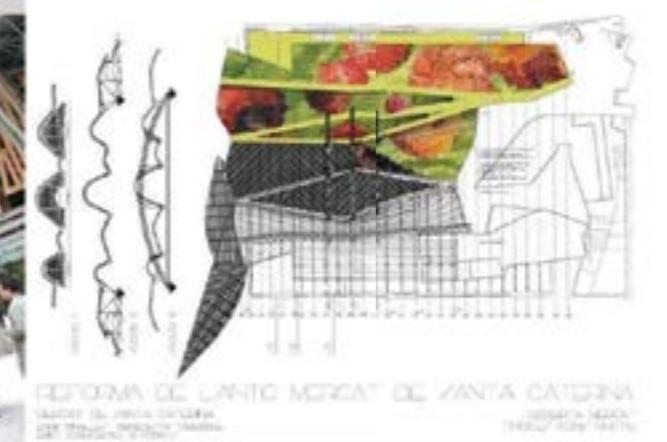
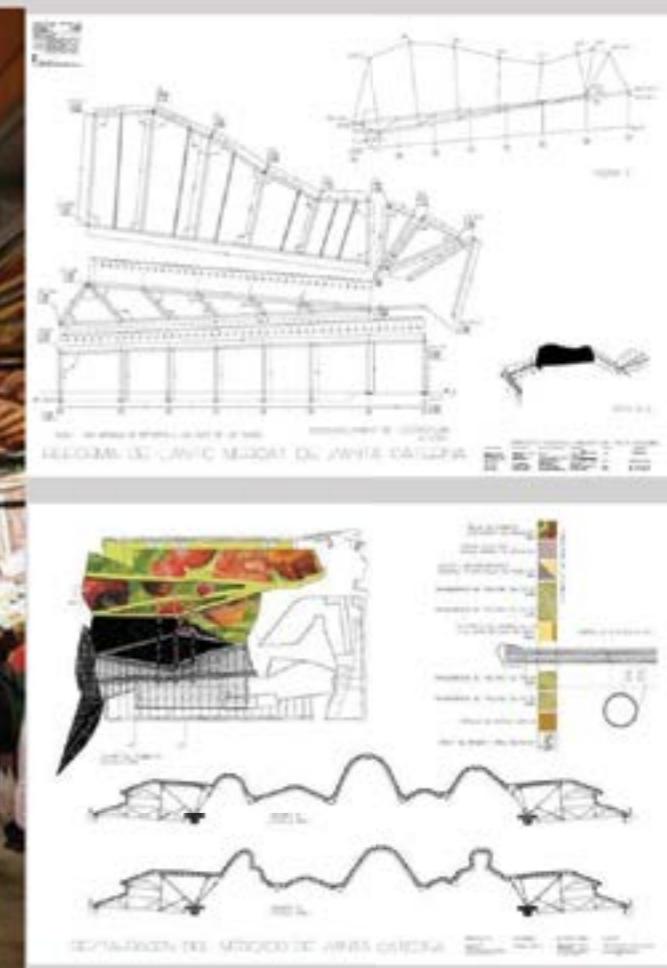
repeat. redo.

The project should not insist on a specific moment in time. But
settle in it. Our project begins with a criticism of the existing
planning and proposes a model that allows us to adapt to the
complexity of the place. A regulation that caters for more than
just street width and building height.

rehabilitation vs new conconstruction

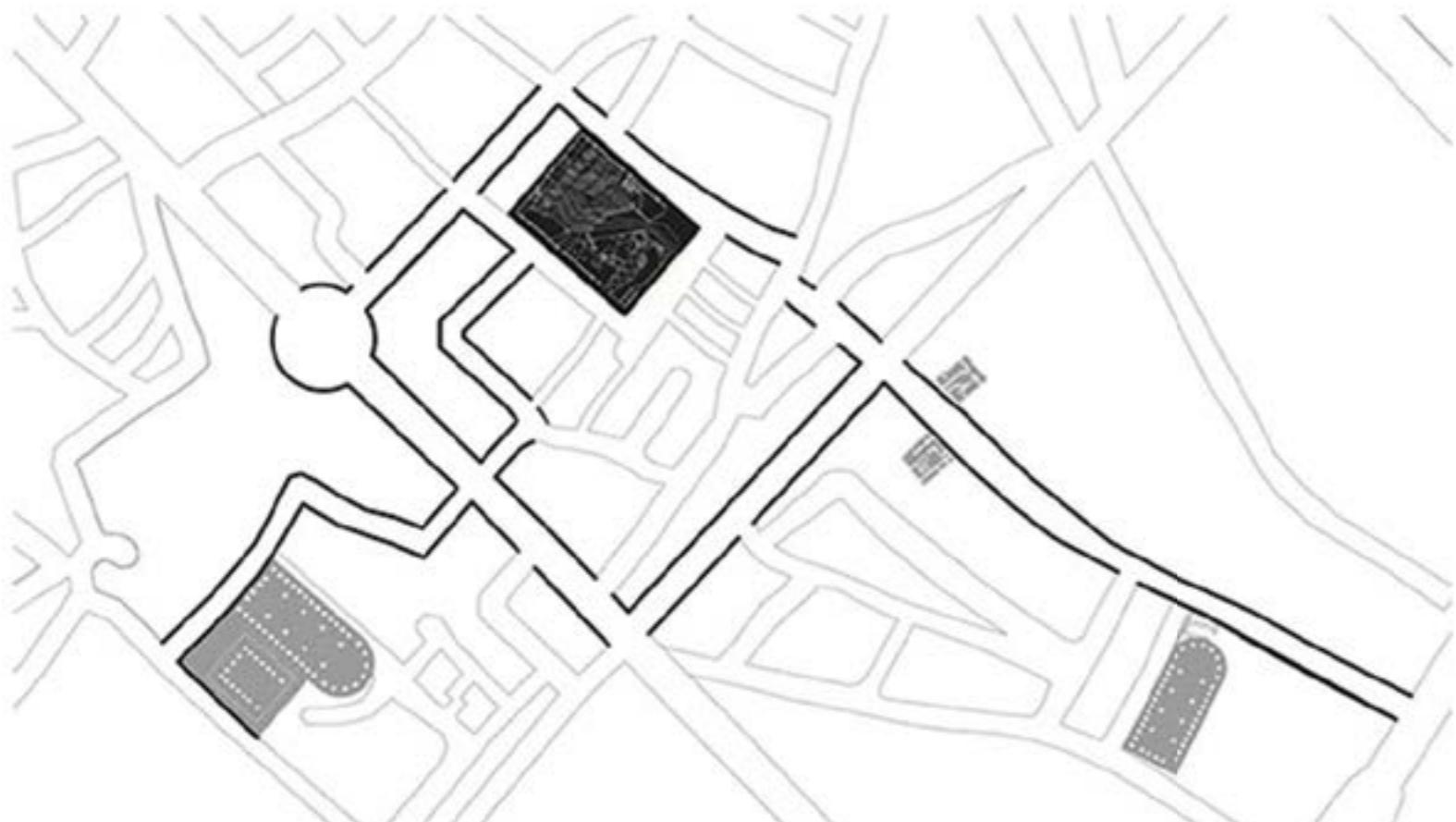
1) The number of stalls is reduced by rationalizing access sys-
tems and services. Providing public space and residential den-
sity.

2) We have moved the commercial area towards Cambó
Avenue,
reducing its section, and opening the old construction of the
Market towards the interior of the Santa Caterina neighbor-
hood.



ARCHITECHTURAL ANALYSIS

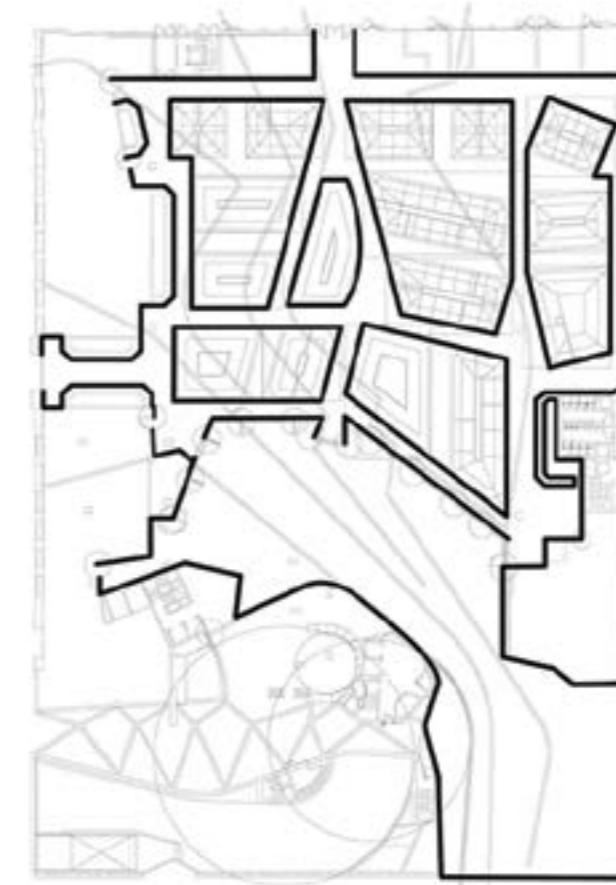
<https://www.behance.net/gallery/8818759/Santa-Caterina-Market-Building-Analysis>



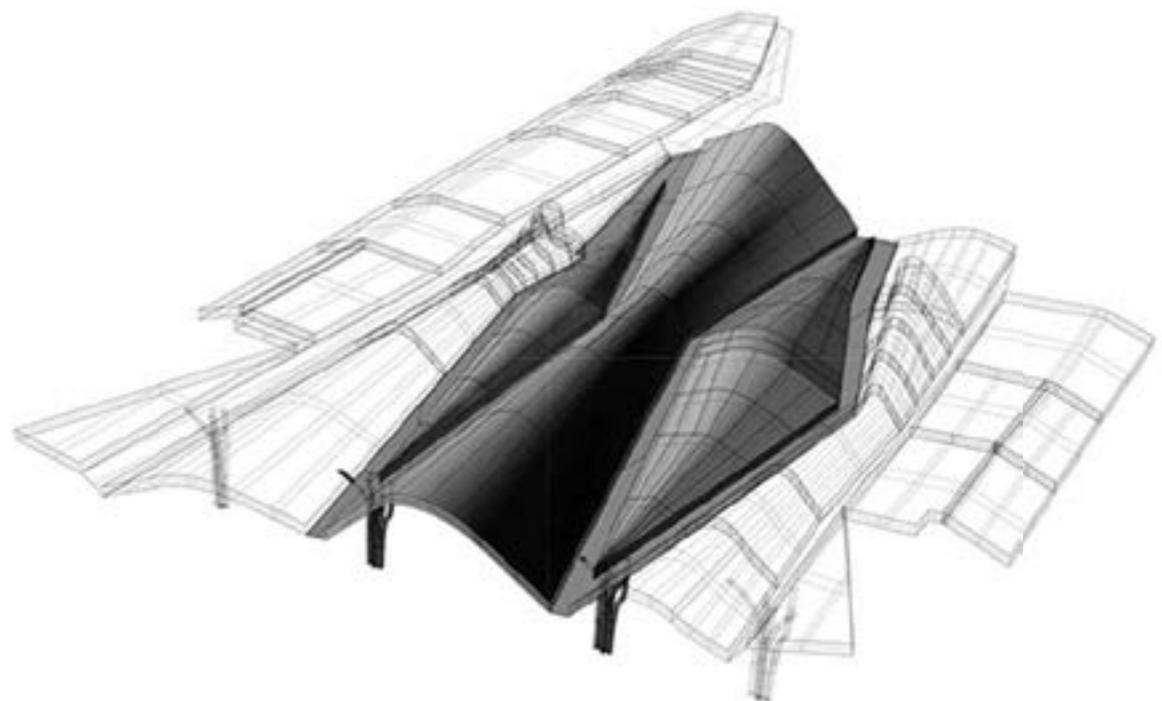
LOCATION



ROOF SKETCH



**FLOOR
PLAN**



3 - D RENDERING

SANTA CATERINA MARKET, BCN

This was the first covered market in the city, opened the year 1848

At the same time, the intervention aims to "mix and confuse with the original structure. Both aims are achieved through the implementation of a new roof, which involves the structure and extends beyond the perimeter of the building first.

The essence of this project is based on the design of its cover, which part of the metaphor of an ocean colored by memories of fruit and vegetables.



From there everything becomes complicated. The existing approach is not capable of managing the complexity of the situation. And planning, in its desire for immediate effectiveness, oversimplifies the rules of the game.

speak old and new - constructed form has a complex relationship with timecurrent, useful, contmemporary - allows you to go back in time and continue foward

taking down 'to fix' to not the solution. think and rethink. use and reuse.

