

MARKET IN THE CITY

REDEFINING

SABOTINO MARKET IN ROMA

mercato corridoio



STRENGTHS

- LOCATED IN A WEALTHY DISTRICT
- LOCATED CLOSE TO AN IMPORTANT SQUARE
- DISTRICT IS LIVELY ON DAYTIME
- THE MARKET IS IN AN OFFICE AREA
- LOCATED IN AN INTERSECTION POINT OF SEVERAL ROADS

WEAKNESSES

- SURROUNDING IS OUT OF HUMAN SCALE
- SURROUNDING IS BOTH SOCIALLY AND PHYSICALLY MONOTONE
- DISTRICT IS EMPTY IN NIGHTTIME
- THE ENTRANCE IS ABOVE THE STREET LEVEL
- PARKING SPACE IS NOT ENOUGH
- BUILDING IS INSIGNIFICANT

OPPORTUNITIES

- PEOPLE WORKING IN OFFICES ARE POTENTIAL CUSTOMERS
- SINCE IT IS LOCATED CLOSE TO AN IMPORTANT SQUARE, THERE IS A SIGNIFICANT AMOUNT OF HUMAN FLOW
- THE OPEN SPACE ACROSS THE STREET CAN BE USED TO CREATE AN ATTRACTION AND MAKE THE AREA MORE ACCESSIBLE
- BY STRONG INTERACTION BETWEEN INDOORS AND OUTDOORS, THE LIVELINESS OF STREET CAN BE BROUGHT IN

THREATS

- SINCE THE STREETS ARE EMPTY IN NIGHTTIME, IT FEELS UNSAFE TO WALK IN THE DISTRICT
- LOW ACCESSIBILITY REDUCES THE USAGE OF THE MARKET

ANALISIS

URBAN
SOCIAL

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PROJECT ZONE



ZONES

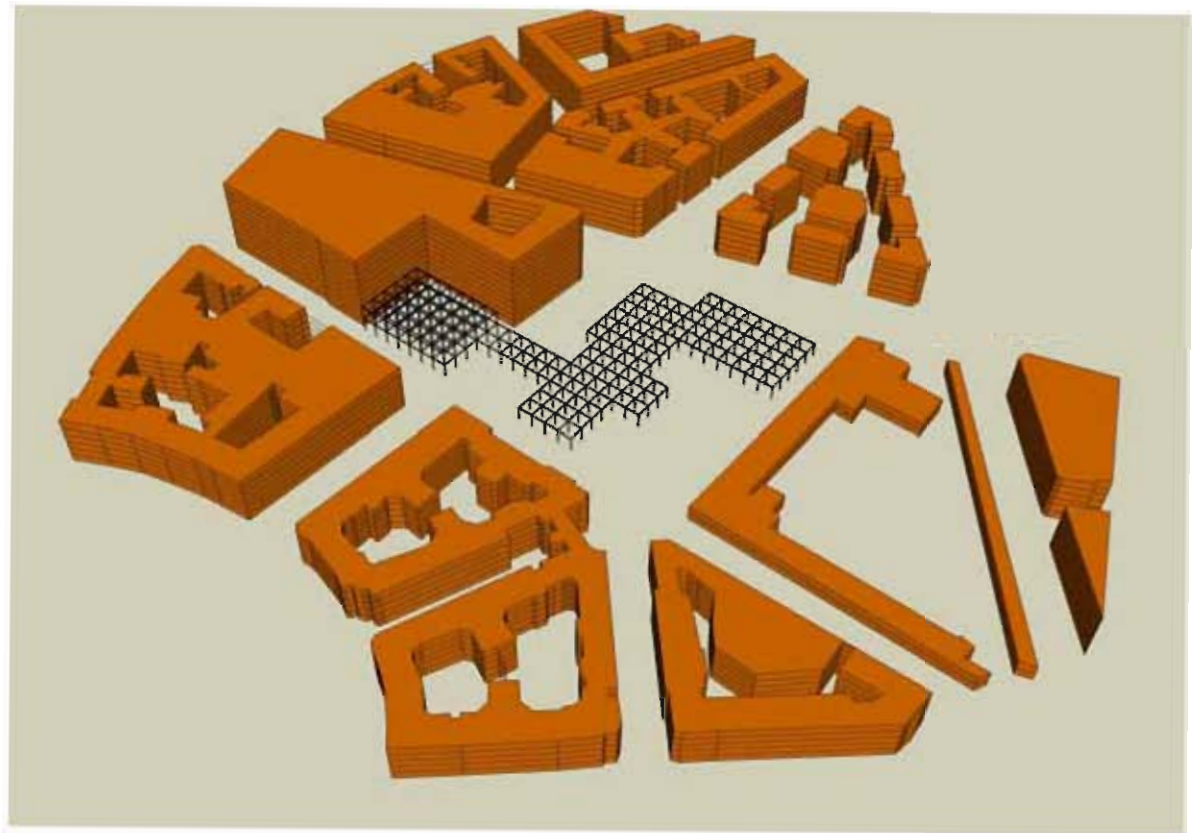


LANDMARK



PATHS





ANALISIS

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CLEAR UND VISUAL STRUCTURE

COURTYARD

VS

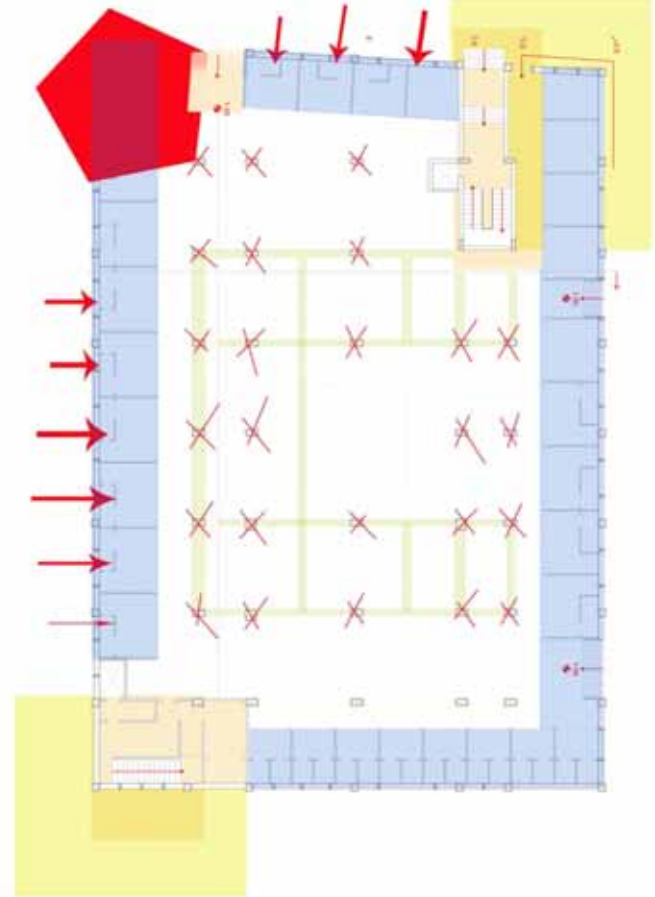
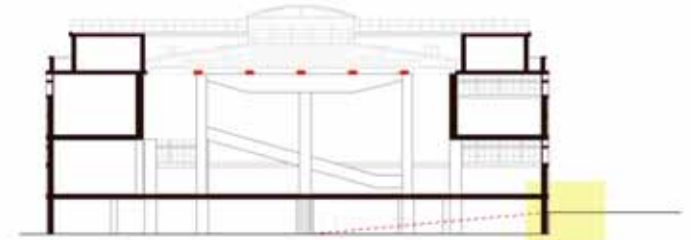
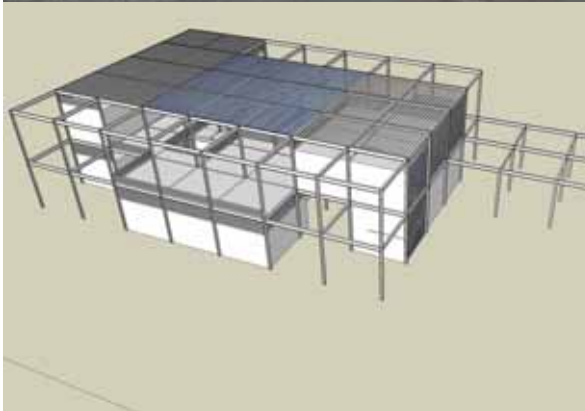
GROUND FLOOR DIFERENT LEVEL

NON REGULAR GRILL

CLOSED SPACE

MOSTLY ARTIFICIAL LIGHT

LOW RELATION WITH THE SURROUNDINGS



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STRATEGY

-ACCESSIBILITY

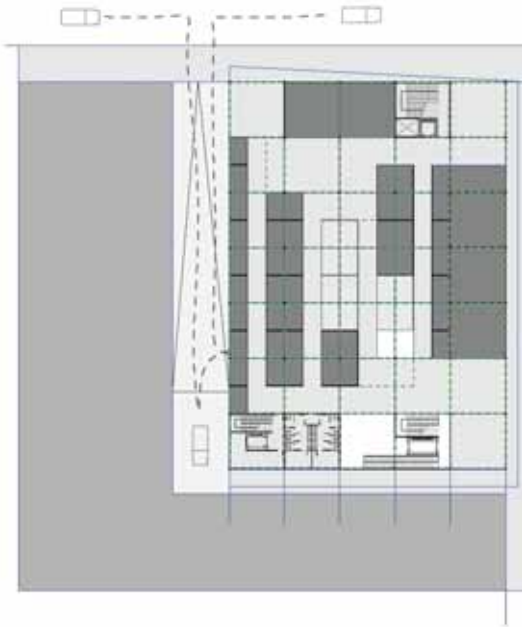
-THE PROJECT WILL IMPROVE THE ACCESSIBILITY OF THE MARKET, BY ENHANCING THE PARKING SPACE DESIGNING A SQUARE-LIKE ENTRANCE, MAKING THE ENTRANCE SAME LEVEL WITH THE SIDEWALK, CREATING EASY AND VISIBLE VERTICAL CONNECTION.

- FLEXIBILITY

- THE MODULE STRUCTURE THAT CHARACTERISES THE NEW PROJECT GIVE THE POSSIBILITY TO REDEFINE AND ADAPT THE INTERVENTION TO THE FUTURE NECESSITY.

-USEFULNESS

THE NEW MARKET IS PROJECTED TO BECOME AN INTERACTION OF DAILY FUNCTIONS THAT MAKE THE BUILDING AND THE WHOLE AREA LIVABLE FOR EVERYBODY FROM ALL AGES AND WHOLE DAY.



LIVED MARKET

PERMANENT__INDOOR
TEMPORARY__OUTDOOR

PARKING AREAS

RESTAURANTS / CAFÈ

PUBLIC SPACES

MEETING POINTS
GREEN AREAS

KINDERGARDEN

NEEDS

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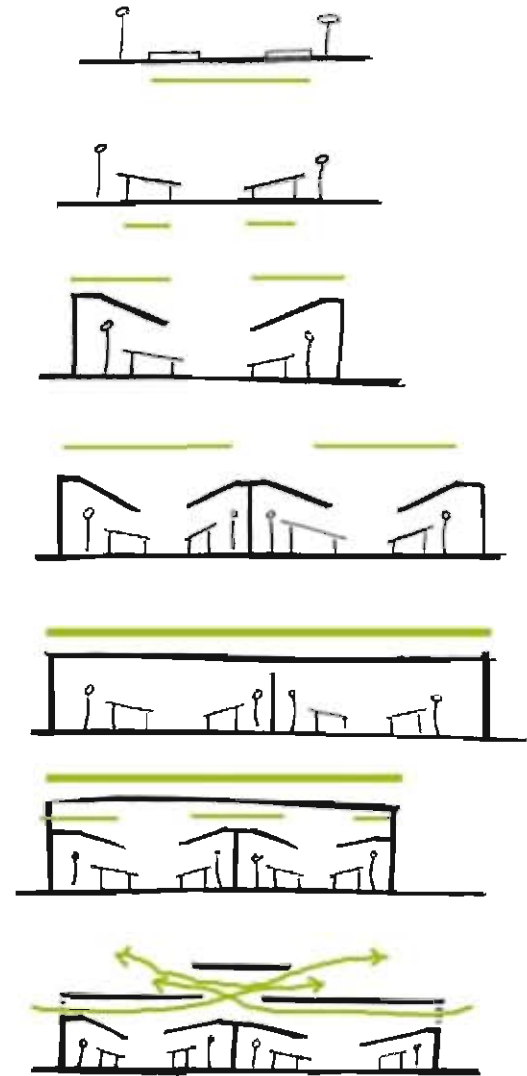
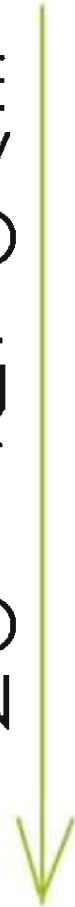
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ZONIFICATION





MARKET

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REDEFINING **SABOTINO MARKET** IN ROMA

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SIGHT.....SHOPS/DISTRIBUTION

MARKET

MARKET IN THE CITY

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HEARING....SELLERS-BUYER

MARKET

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SMELL..... MEAL/FOOD

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TASTE..... RESTAURANTS/CAFE

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SIGHT.....SHOPS/DISTRIBUTION
TASTE..... RESTAURANTS/CAFE
HEARING....SELLERS-BUYER
SMELL..... MEAL/FOOD

MARKET

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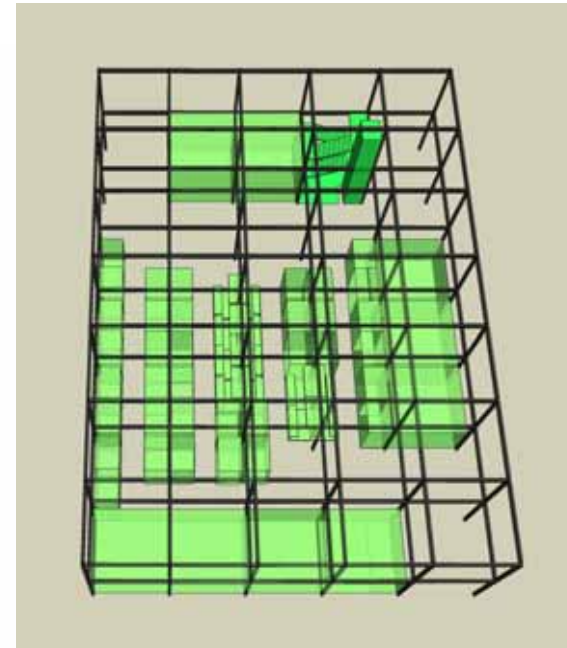
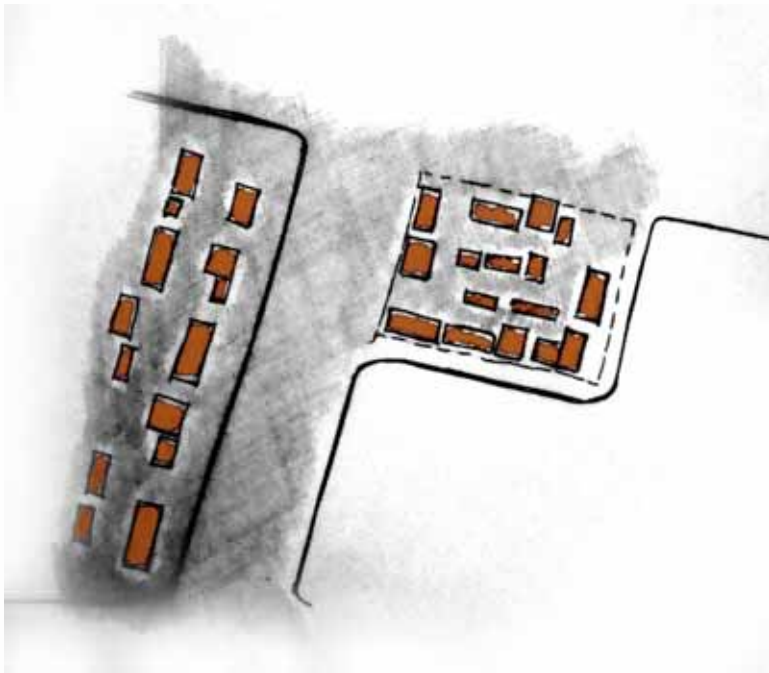
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1_MODUL___STRUCTURAL ORGANISATION
FLEXIBILITY

2_STREET IN THE **MARKET & MARKET** IN THE **STREET**

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SOLUTIONS

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MODUL

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MODUL

MINIMUM SHOP

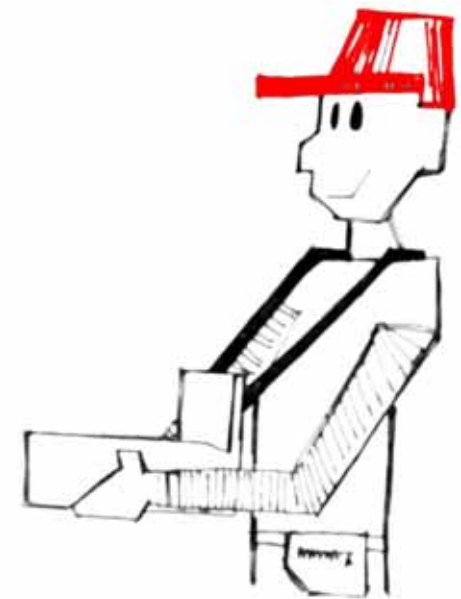
IDENTIFIED EASILY

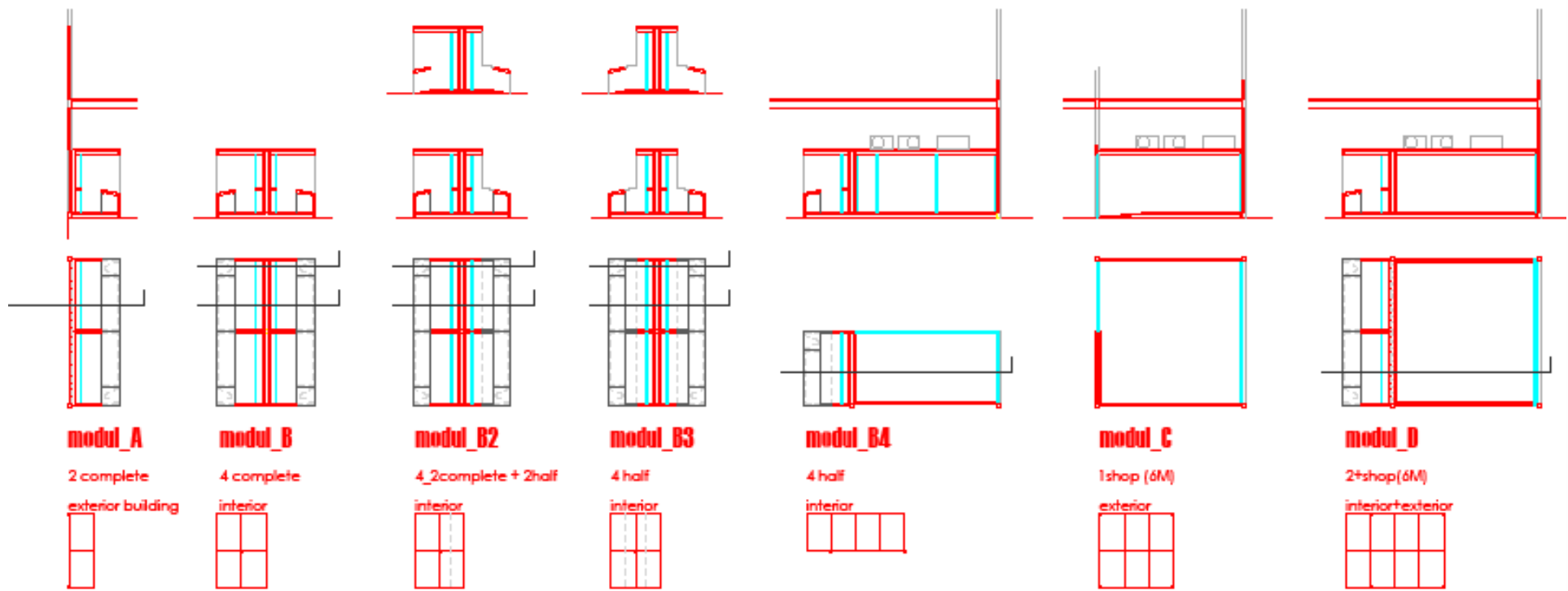
SHOWS THEIR STUFF

PRACTICAL

FACILITY TO PAY

EASILY REACHED

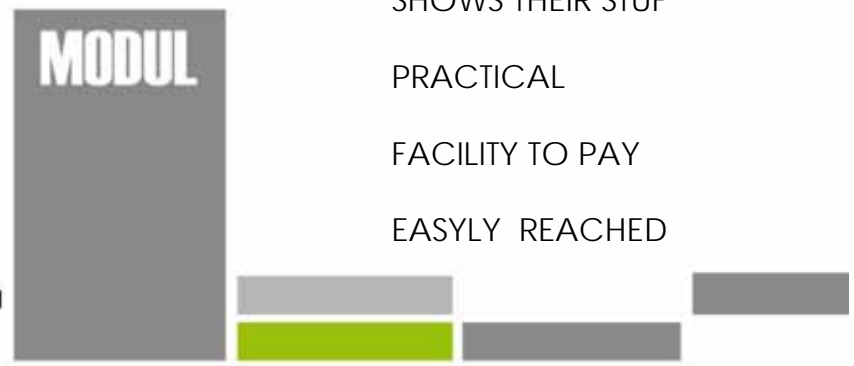




MINIMUN SHOP

- IDENTIFIED EASILY
- SHOWS THEIR STUF
- PRACTICAL
- FACILITY TO PAY
- EASLY REACHED

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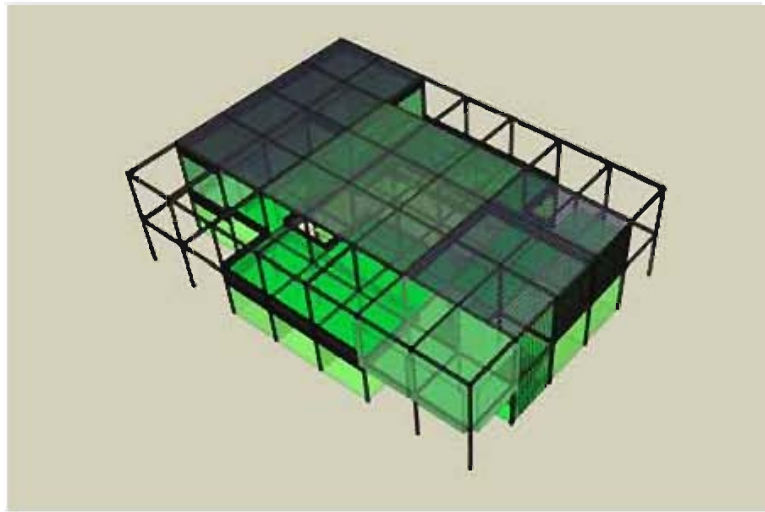
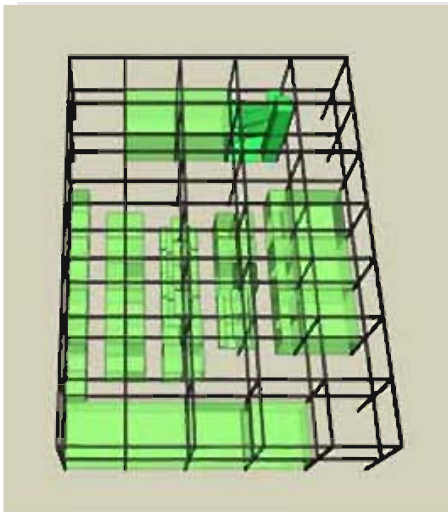
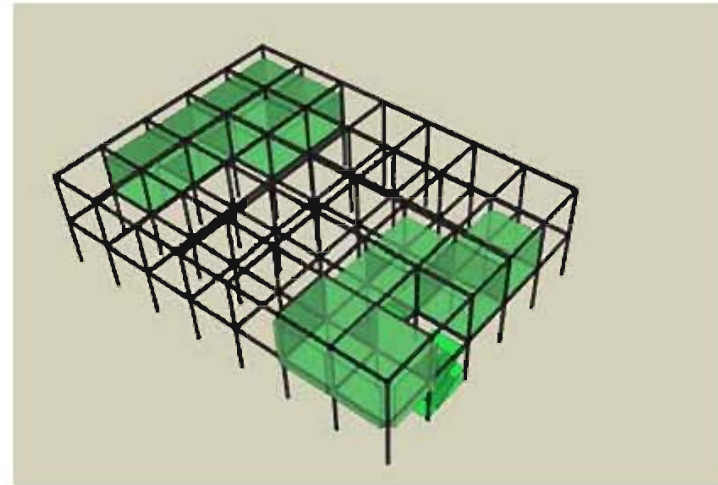
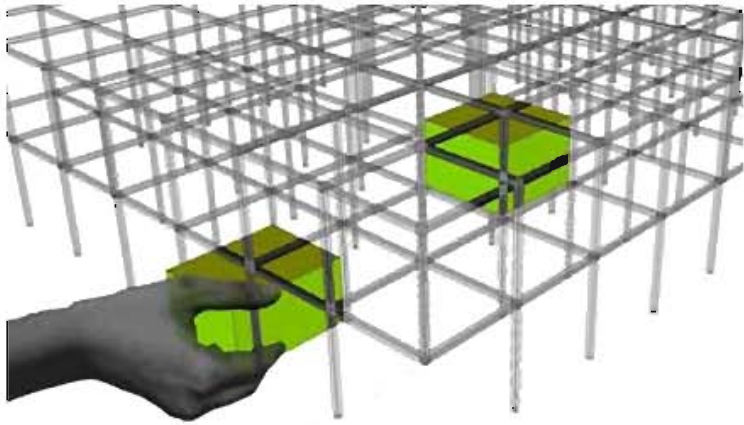
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PROGRAM





PROGRAM
GENERAL PLAN
MARKET

MARKET IN THE CITY

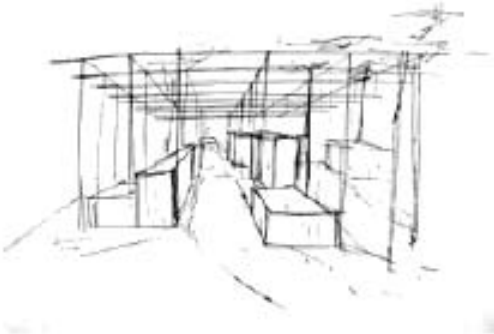
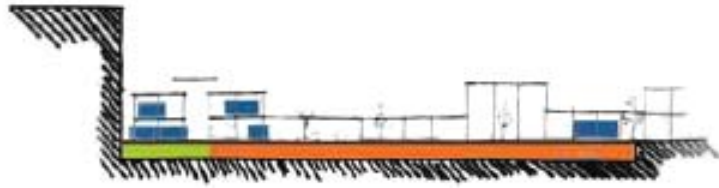
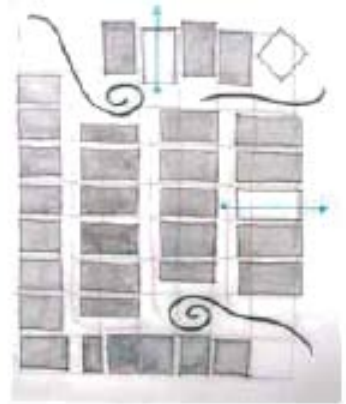
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