SWOT Method - Analysis

Strengths
1. Location of market on urban fringe
2. Loyal customer base
3. Presence of complementary shops
4. Visibility of market

Weaknesses
1. Cards in front of market
2. Local competition
3. Presence of street vendors

Opportunities
1. Expansion of market
2. Creation of additional public space

Threats
1. Suburban buildings
2. Angular strategic position

Situation Now

- Market
- Sidewalk
- Street
- Cars
- Trees
- Park

Situation After

- Market
- Sidewalk
- Street
- Trees
- Park
- Space
2 LEVELS
MANY EXPERIENCES

THE ART OF EATING

OBJECTIVES

AGA INST

PURPOSES

PRO

A RETURN TO ORIGINAL IDEA OF MARKET

IMPERSONAL SUPERMARKETS
ISOLATION OF THE EXISTING MARKET
BAD QUALITY OF THE "BACKSIDE" BUILDINGS
SEPARATION OF ACTIVITIES IN THE BACK

A CREATION OF DIALOGUE BETWEEN 2 AREAS IN FUNCTIONS & SPACE (EQUILIBRE)
HORIZONTAL & VERTICAL CONNECTIONS BETWEEN 2 DIFFERENT LEVELS

AN IDEA OF INVITING PEOPLE IN GOING THROUGH

"FILTERING FLUXES"

WE PROPOSE

FOOD LIKE "CULTURE & ART"

TAKING INTO ACCOUNT THE SURROUNDING USERS (WORKERS, OLD PEOPLE...)

A NEW CENTER & COMMUNITY

WE Propose

CIVIC CENTER

PUBLIC AREA

SQUARE FOR SEASONS

MARKETS

OFFICES

CIVIC CENTER

PUBLIC AREA

PARKS

DAILY MARKET

RESIDUAL & EDUCATIONAL POINTS

FOR FOOD

SUPERMARKETS

GREEN AREAS

THEATRES

PAVEMENT

BOATS

STAIRS

RAMP

PARKING

TERRACES
2 LEVELS
MANY EXPERIENCES

OBJECTIVES
AGAINST

IMPERSONAL SUPERMARKETS
RELOCATION OF THE EXISTING MARKET
BAD QUALITY OF THE "BUCKET" MARKETS
SEPARATION OF ACTIVITIES IN THE VACK

PURPOSES

PRO

A RETURN TO ORIGINAL IDEA OF MARKET
PUBLIC + SOCIAL SPACES

AN IDEA OF INVITING PEOPLE IN GOING THROUGH
"CULTURE + ART"
TAKING INTO ACCOUNT THE SURROUNDING USERS (INVITING ALL PEOPLE...)

WE PROPOSE

"FILTRATION FLOWERS"

AN IDEA OF INVITING PEOPLE IN GOING THROUGH
"CULTURE + ART"
TAKING INTO ACCOUNT THE SURROUNDING USERS (INVITING ALL PEOPLE...)