MADE IN LONDON

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I. INTRODUCTION

Figure 1: Cloud team members

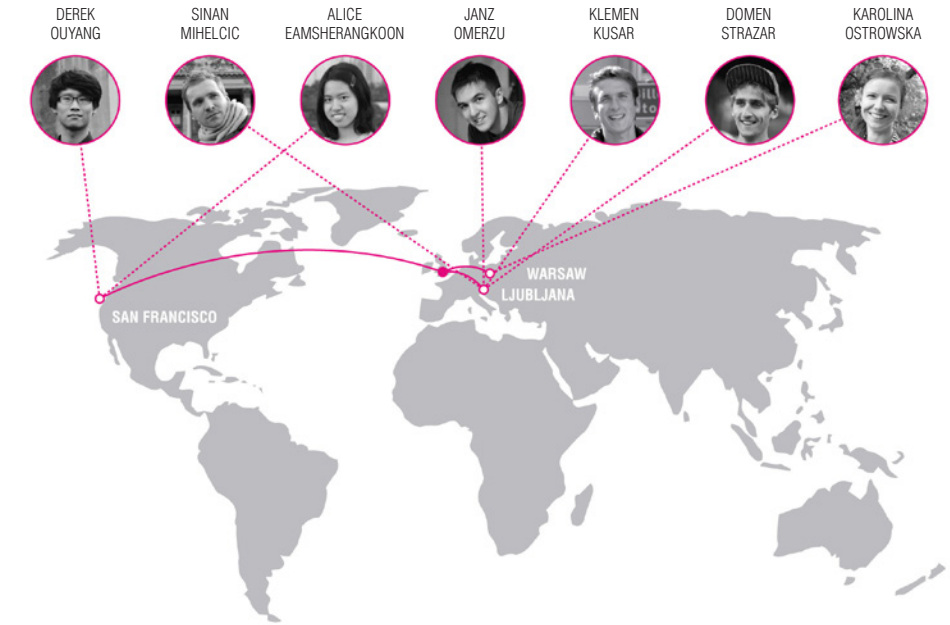
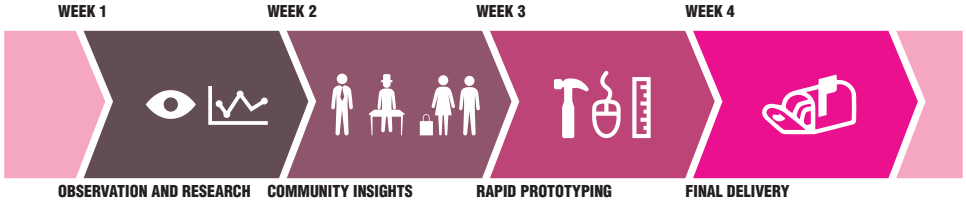


Figure 2: Timeline



MADE IN LONDON was a participatory research and design project completed by Cloud Architecture over the month of June 2014 for Old Spitalfields Market (OSM) as part of the London Festival of Architecture 2014 (LFA). The local team included members from Poland, Slovenia, and the United States. Over the course of four weeks, the Cloud team engaged the local community in needfinding to understand how OSM should develop over the next twenty years and prototyped ideas through an iterative feedback process. The end result was a presentation of a shared vision to the public, the market management, and the property owner. The project was covered in international media and resulted in ongoing local commissions.


OBJECTIVE
STAKEHOLDERS
SOLUTIONS
CLOUD
ARCHITECTURE
#MADEINLONDON

Figure 3: POP-UP studio

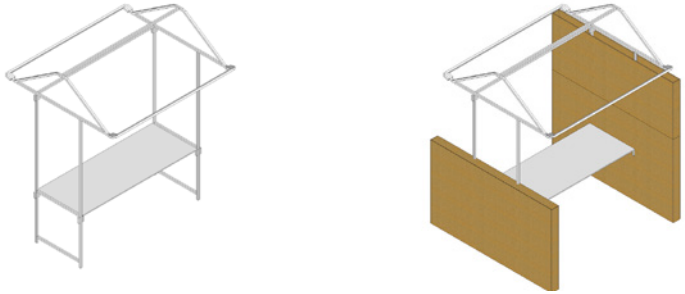
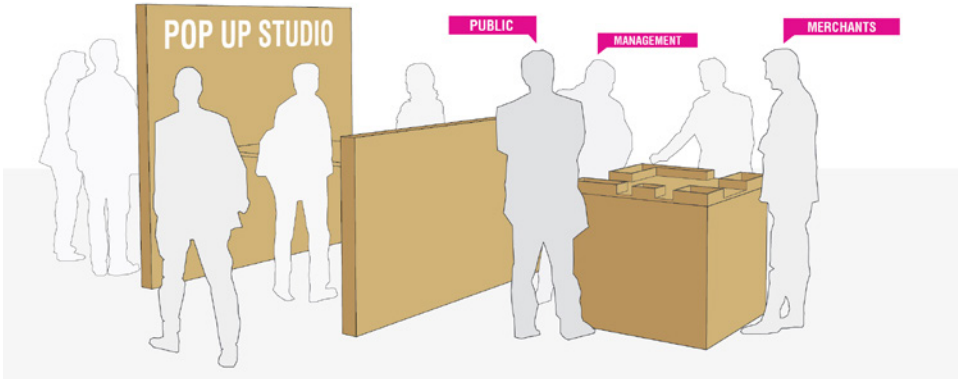
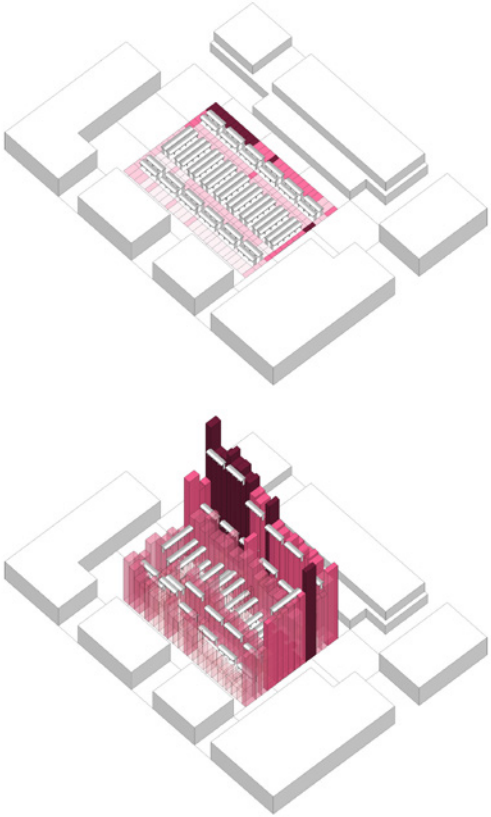


Figure 4: POP-UP accessibility



Cloud conducted the project from a POP-UP studio which was a miniature office built out of an existing OSM stall. Cloud used simple recyclable materials like cardboard and plastic to construct the POP-UP over one evening. The POP-UP studio allowed for complete accessibility of the community to participate in Cloud's process. Cloud used the surfaces of the POP-UP studio to document the entire research and design process, meaning that the public could follow the work and progression of ideas from start to finish. Cloud also engaged directly with merchants and visitors within the market on by asking for insights and feedback. The overall result was increased participation and trust in the architectural design process.

Figure 5: Relative footfall mapped onto a diagram of the market layout



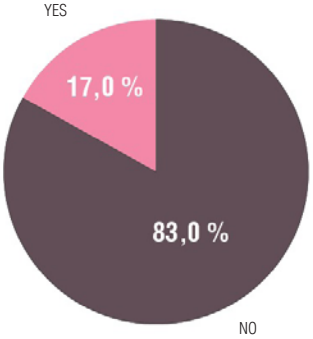
II. RESEARCH

Cloud spent the first half of the project conducting research and gathering insights from the community. The intent was to understand the forces that have shaped the market over history and that affect its day-to-day operations. In order to understand the flow of people through the space, Cloud conducted a path study over a period of two days. Members observed people entering and exiting the building from the mezzanine level and mapped out their footfall. This data was then entered into a spreadsheet and aggregated to show relative footfall across all subjects. The results showed that footfall was not distributed evenly across every stall in the market. The conclusion was validated by a participatory study using string at the POP-UP studio.

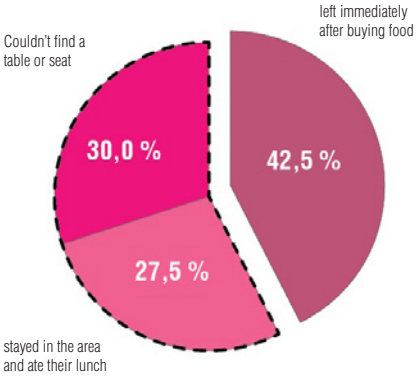

YES
NO
IS THERE ENOUGH PUBLIC SEATING IN THIS MARKET? TAKE A BALL

Figure 6: Pie charts showing results of public seating survey and observation. Sample size 100 each.

IS THERE ENOUGH PUBLIC SEATING?



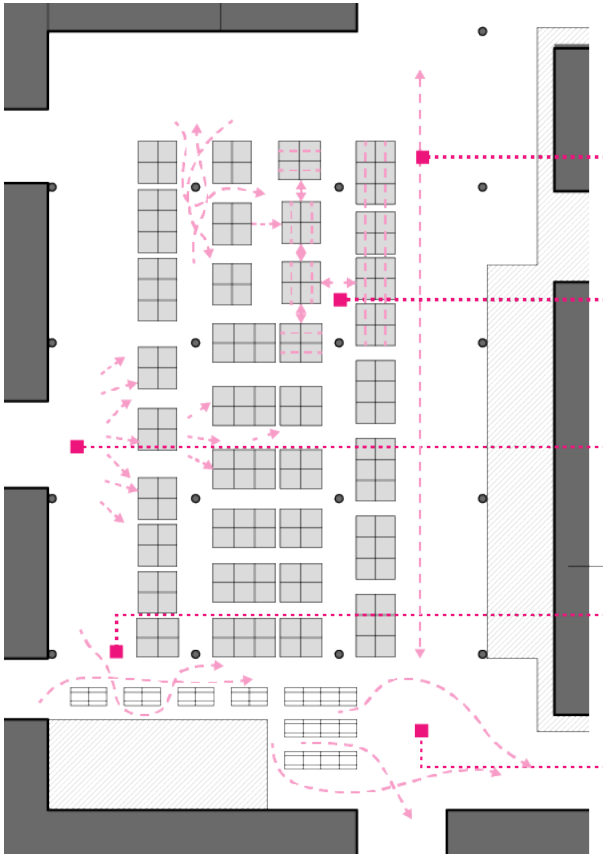
LUNCHTIME BEHAVIOR



Cloud also organized an interactive poll to collect answers to the question: "Is there enough public seating at Old Spitalfields Market?" Passersby could answer this question by picking up a ball and tossing it into a yes or no basket. 85 participants said no and 11 said yes. A similar study focused on lunchtime behavior. Of over a hundred people observed purchasing food during lunch, only 27.5% actually sat down and ate their lunch at the tables. About 42.5% left immediately after buying food with clear intentions of eating elsewhere, and about 30% appeared to search for a seat but couldn't find one. Cloud also observed members of the public finding alternative means of seating like staircases.


½
PRICE
SALE

Figure 7: Observations of problems in market layout.



CONFUSING LAYOUT
Stalls are oriented in different directions with different corridor widths

SHORTCUT, NOT A DESTINATION
Majority of people just pass through the market since there is nothing to slow them down or stop them

CORRIDOR PLACEMENT
Columns placed in the middle of corridors obstruct the visual and physical connection of the user

EXPOSURE/TRAFFIC DIFFERENCE
Stalls in the centre of the market get less exposure than those on the perimeter

SEATING PLACEMENT
Public seating along the west side of the market reduces the width of the corridor at the point with the most traffic

SHORTAGE OF PUBLIC SEATING
During lunch time, the public seating area reaches capacity and visitors leave the market as there is not enough seating for everybody.

Cloud compiled an extensive list of simple physical problems that affect the merchant and consumer experience in OSM, based on a combination of observation and need-finding. A majority of people spent less than 60 seconds in the market and just passed by the periphery with nothing to slow them down or stop them. Other visitors expressed confusion over the organization of the market stalls and found themselves getting lost within the aisles. The placement of corridors on the column grids obstructed traffic of visitors into the center of the market and also created a visual obstruction of circulation and stalls. Stalls were oriented in different directions with different corridor widths. With these insights, Cloud set out to design a better market layout.

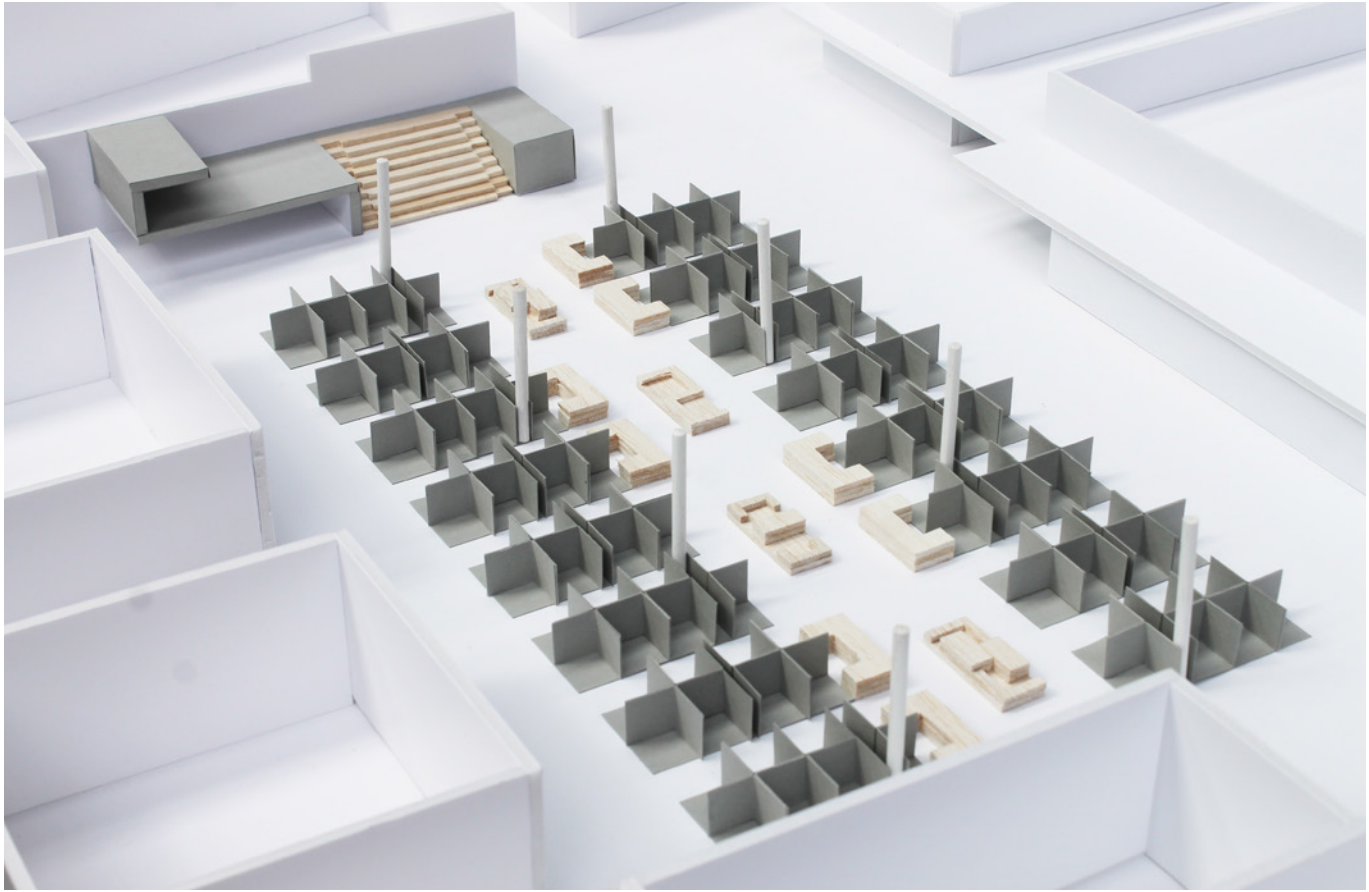
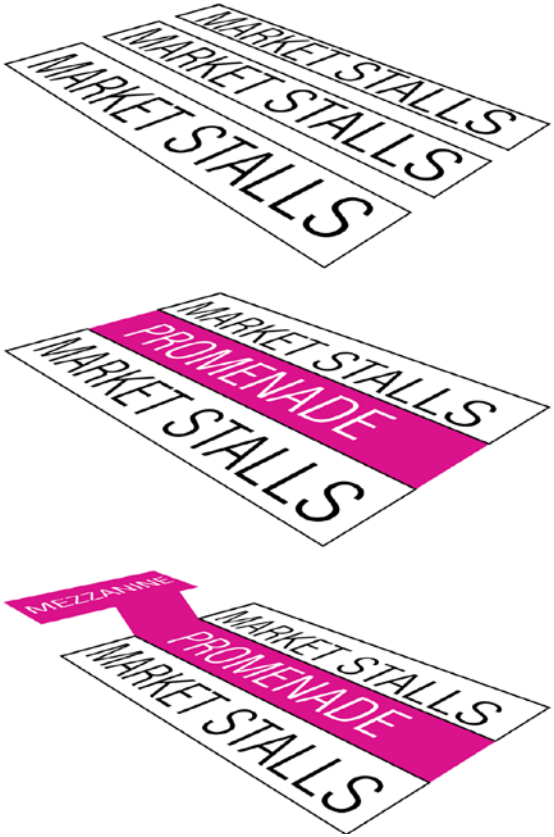


Figure 8: Design concept



III. DESIGN

Cloud's design proposal consists of phases of interventions in the market space, including a central promenade, parklet elements, a public mezzanine, and a redesigned stall structure. The promenade will drive more traffic down the center of the market, and the parklets within the promenade will also encourage a variety of leisure options. The public mezzanine and staircase are the resolution of the public promenade, providing views and a greater level of security for children and the elderly. Cloud's stall redesign increases efficiency for storage and display of merchandise, allows individual customization according to merchants' individual needs, and creates opportunities for creative expression and refined aesthetics.


OldSpitalfieldsMarket
OldSpitalfieldsMarket

Figure 9: Phase 1, Monday through Wednesday configuration, 144 stalls.

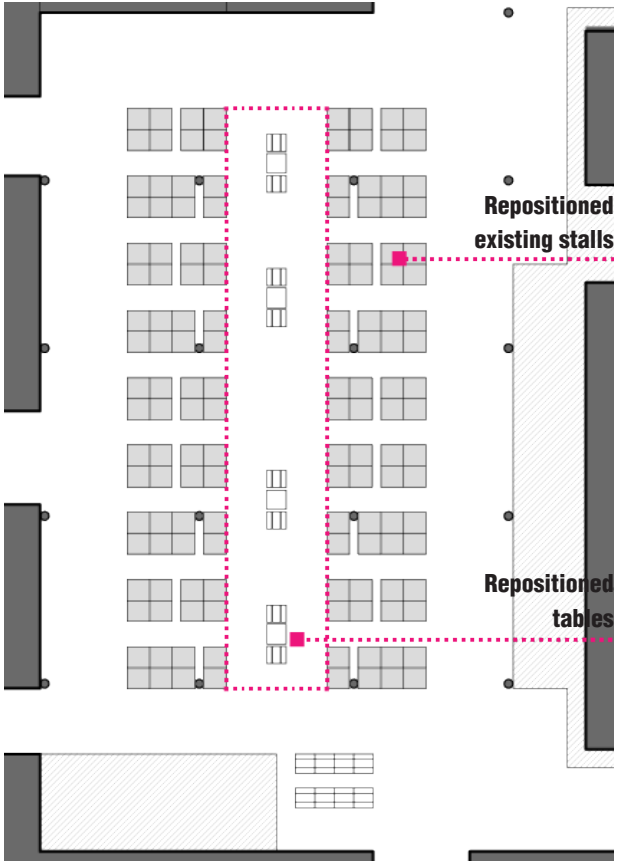
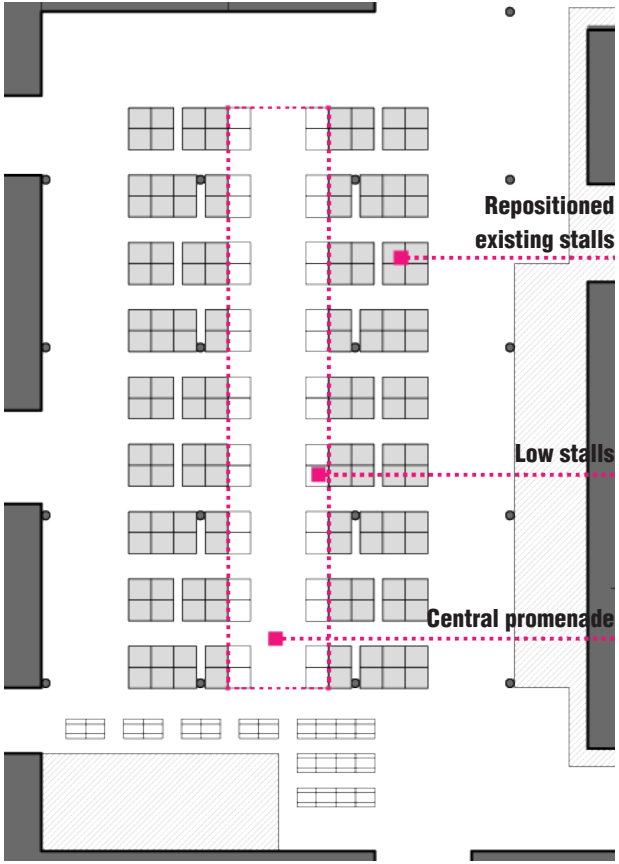


Figure 10: Phase 1, Thursday Antiques Market configuration, 180 stalls




Old Spitalfields Market

Figure 11: Phase 1, Friday through Sunday configuration, 160 stalls.

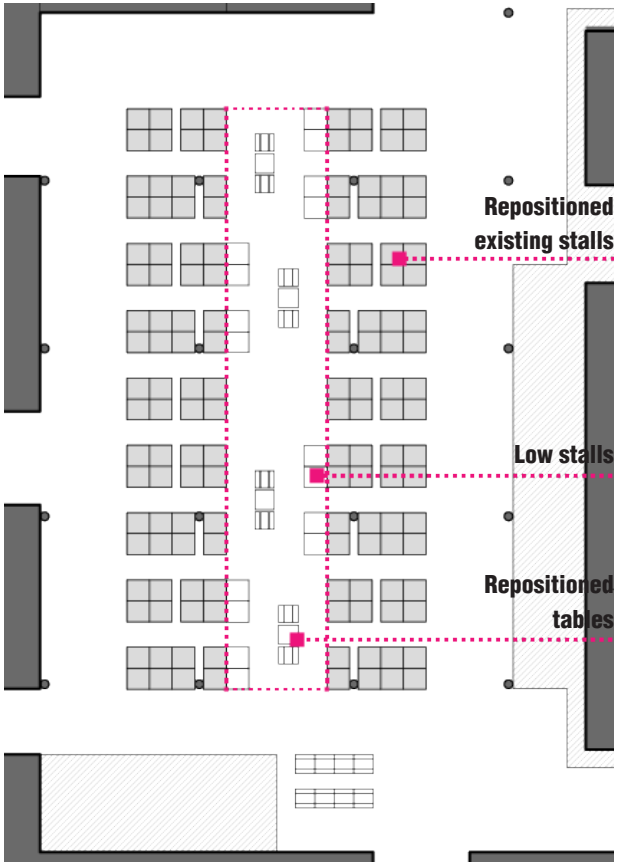
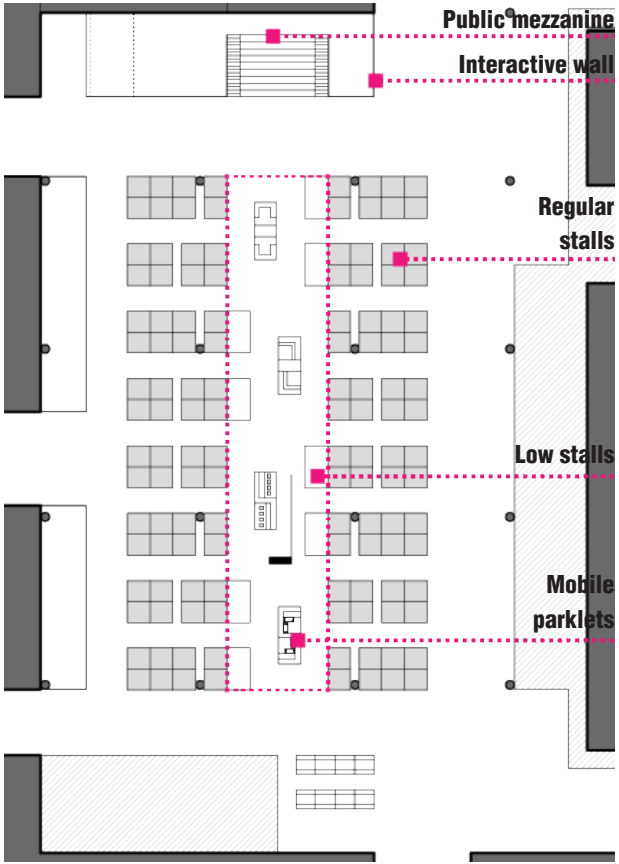


Figure 12: Final phase configuration, 144 stalls.




I ♥ LONDON
I ♥ LONDON
I ♥ LONDON
Wagamama

Figure 13: Possible configuration of a block of stalls.

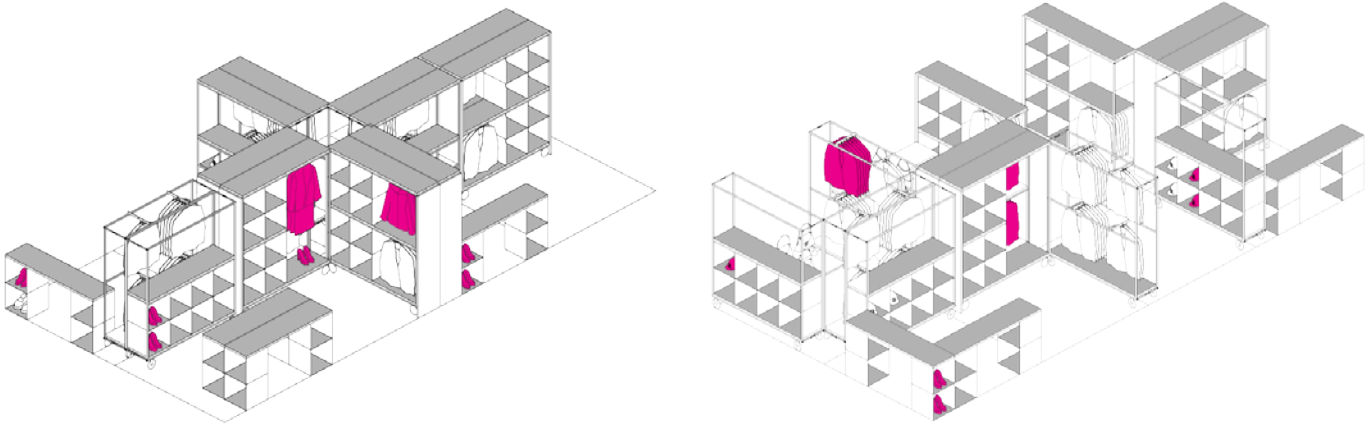
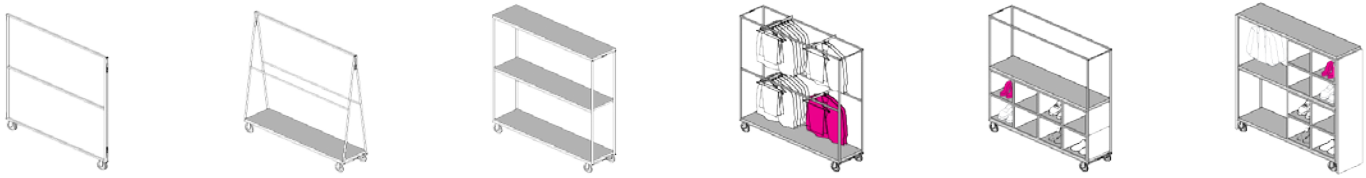


Figure 14: Stall diagram.



IV. CONCLUSION

The whole Cloud team was thrilled to have the opportunity to deliver this project and hopes that it provides useful insights for the whole OSM community. A major learning point for the team was engaging public participation, which proved to be difficult at times but ultimately enriching to the design process. The POP-UP methodology also proved to be incredibly beneficial and will be used again in future projects. Since MADE IN LONDON we have also maintained a strong relationship with the market management and owner and are exploring future commissions based on the quality of our LFA work.

Team

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