MASTER

Food Hall Eindhoven
connecting expats to the city

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The start of this atelier, The Ideal of Tranquility, consisted of a research with the whole group. This research was based on six case studies, six projects by six different architects, which were all influenced by the Second Machine Age. With these case studies we were able to answer the following question: what is the approach to create machine-calm architecture? We came up with three pillars: standardization, flexibility and neutrality.

In this group research, I analyzed the Foundation Cartier by Jean Nouvel. The use of installations as architectural elements, the fitting of contemporary architecture in a traditional/monumental environment, and dealing with the location itself were to me the most inspiring elements of this project. Of course there were many more learning points for me, but the former mentioned are the ones that I wanted to implement in my own individual research.

For this individual research I was looking for a function and a fitting location. Starting from the Second Machine Age, which is an information period, knowledge seemed to me the first term to come to mind. Knowledge is also what defines our city of Eindhoven to a certain extent, knowing that Eindhoven Brainport is the smartest region in the world. Because of this status, it is an attractive place to go to for expats and their families.

Located in the centre of Eindhoven are two associations which try to help expats to settle in this new environment, namely the Hub and the Stoit Groep, the former being more of a cultural association and the latter helps expats by finding new homes. In combination with the location on which these two associations are settled, I decided that a Market Hall would suit the place. After doing further research I discovered that in essence what I wanted to design was a Food Hall (in Asia usually called a Food Court), a building type that is relatively new for the Netherlands, and therefore rather unknown. The difference between these two lies mainly in the difference between a shopping environment (Market Hall) and a social environment (Food Hall, Food Court).

Important for me was to respect the environment and the old factory building which is located on the plot, but to be aware not to create your typical renovation project. It needed to have a contemporary look, with the use of elements of the existing buildings, not the other way around. Also, by having to deal with several separate existing buildings, all with their own charm, I had to be careful not to create a chain of blocks, but one complete building.

The integration of installations (making architectural elements out of them, the way Nouvel did in his Cartier Foundation) and standardization (with links to the group research) were also two main elements in my design. Also, flexibility (by organizing the logistics, which are important for a Food Hall, through the basement) is, like our group research, an important element of the design.
When writing this, it is once again, a hot summer’s evening. An evening out of many that I’ve spent working on my graduation project. It has been a long ride, but it has taught me many things, and I can look back on it feeling contempt.

Before you lies a journey through the First and Second Machine Age till today, a journey through my final year of Architecture, Building and Planning.

I’d like to thank my tutors for guiding me through this year, asking all the right questions. I hope to answer most of those questions with this report, and the models and posters, shown at the final presentation.

As always, the feeling of not completely finishing a project lingers. But I suppose that feeling will last throughout the rest of my career.

Jeanne Mattheij, 2015
The start of this graduation studio was a dissection of projects designed by architects influenced by the Second Machine Age. At first glance none of these projects seem to have much in common. Thorough research taught that there were three pillars which led to this so-called machine-calm architecture: Flexibility, Neutrality, and Standardization.

With this knowledge gained, it was time to process this into an own design, following the method of research driven design. Even though it is called the Second Machine Age (following the First Machine Age), it does the exact opposite of its predecessor: architecture tends to hide the used techniques rather than show it. As Nouvel stated, one wants to use the latest techniques, without having to be put up with it. The Second Machine Age is a period of information. When thinking about information, knowledge was the first thing that sprang to mind. I wanted to combine this thought with a real challenge. An existing problem. As I wanted to be able to visit the location of this problem as much as possible without too much travel hassle, I started looking in the area of the city of Eindhoven. With 'knowledge' still lingering in my mind, it was just a small step to think about Eindhoven Brainport. Brainport has become one of Europe’s prominent high-tech regions in recent years. This has led to a still growing flow of expats. Many of these expats are looking for a way to connect to the city, so they can feel at home. The Hub Eindhoven is an organization which mission is to help expats socialize and integrate in the city of Eindhoven by creating a living room space in Eindhoven for expats to enjoy a range of activities, relax and meet new people in a safe, comfortable environment. They are trying to get Eindhoven on the map by 2020 as a number one destination choice for international knowledge workers and their families. With this project I’m trying to help the Hub in achieving its goal.
The building under which the Hub is located, will be demolished. When this demolition will take place is not known yet, but it is certain that it will happen. The building of the Hub itself is old as well, and is not very inviting.

As said before, the Hub is an organization helping expats and to socialize and integrate in the city of Eindhoven. Locals are just as much welcome as expats, but what is missing is a function located at the same location which would attract locals: locals already have their own living room space. Therefore, I wanted to integrate the Hub with a different function which would also attract locals. This promotes a nice mix between expats and locals.

The difference between expats and locals lies mainly in their different cultural background. Even among the expats themselves there are many different cultures to take into account. The Hub already does a lot to make expats and locals familiar with different cultures: they offer a wide range of activities such as events, parties, festivals, language classes, support groups, workshops, live music, and comedy nights.

One important cultural foundation has yet to be explored: food. The best way to get people together to discuss their cultures is through food. “Food is the cross section for communication”, says Crystal A. Johnson, founder and editor-in-chief of the MultiCultural Cooking Network (MCCN).

“If you think about life’s different occasions, food is most likely at the center of each one. […] No matter what our cultural background is, the preparation and eating of food is something we all have in common with one another. But food is much more than nourishment; it is the vehicle through which we communicate sentiments, express our creativity and create memories. And it is in the sharing of food with others that keeps us connected.”

Flavia Scalzitti on July 25th, 2012

When thinking about food in architecture, many will think of a restaurant. Restaurants however usually only cover for foods of one or two cultures. I was looking for a different building type, a type that would be able to cover as many different types of food as possible. I came across Market Halls and Food Halls. They’re not the same thing. The Market Hall is a known building type in the Netherlands which had a large part of its history taking place there, it has been forgotten for a few decades, only to be revived since a couple of years. The Food Hall is a relatively new thing to the Netherlands. These building types would therefore require research.
In order to design a Food Hall or a Market Hall (I still had to learn the difference between the two at that stage), I needed to answer a few questions, with the main research question being: what is the essence of a Food Hall/Market Hall?

To be able to answer this question, I had to find out the difference between the two building types. Also, to translate this into a design, a historic research to the development of these building types was required.

A Food Hall, according to the Oxford dictionary, is “a large section of a department store, where food is sold”. While not being directly attached to a department store or shopping mall, the Food Hall can be seen as an extension of the Heuvelgallerie, as it is located right across the street of one of the exits of the shopping mall.

A Market Hall is a covered shopping environment, just as any other market. A Food Hall however, is a place where you go to eat. Think of a lunch with colleagues, or a quick dinner. It is a place where you can have a nice meal without spending as much as in a restaurant. This is because each stand produces its own type of food, and therefore doesn’t have a lot of different choices to offer. But, when you bring many of these stands together, as happens in a Food Hall, it offers you a bigger variety than any restaurant.

As the Food Hall I’m going to design is not part of a shopping mall, as in it is not attached to one, I focussed on the architectural development of the Market Hall, as these buildings are usually independent structures. Basically, the whole idea behind a Market Hall is to get as many as possible shops under a roof. They are gridded networks of covered streets or alleys. The public ways were protected in an internal environment under a timber, masonry or later under an iron and glass roof. Market Halls were therefore barely complex structures or outspoken pieces of architecture. Market Halls have a very neutral appearance. All of the former sounds as if it is a bad thing. In creating machine-calm architecture, as our graduation studio does, this is a good thing. The neutrality of the building makes it interesting for re-use, rather than demolition. The large open halls make this building type very suitable for flexible use as well, another pillar of our main research. The non-complexity of the buildings explain why not many historical examples have remained: the buildings were simply not that interesting to keep, when re-use and flexibility were no big topics in architecture yet.

I’ve put the historical development of the Market Hall into a scheme, which can be seen on the right.
The area between the Vestdijk and the Tramstraat is an unfavourable result of the natural city expansion. Eindhoven didn’t reach further than must the Vest. Opposite of the moat, croplands of the different nearby villages were located. The Vest was serving the draining and transporting traffic. In this way the croplands stayed accessible and was exchange between city and villages provided. The croplands were measured in a way to create an as beneficial as possible parcelling. The reachability and adaptability of the land was considered important. Sometimes the croplands were divided or united, depending on the prosperity of the nearby farmer. During the years, the parcelling changed a bit, and access roads grew in importance. Economic success came along with the extension of Eindhoven thanks to the rise of the industrial production technology. The original layout of Eindhoven became quickly too small for these new developments. Manufacturers of for example cotton, soap or matches sought logistic attractive locations represented by the Dorint Hotel, Shopping Centre the Heuvelgalerie and large-scale hotels. In line with the parcelling boarders, a road was created that could facilitate a tram line in the future the Tramstraat. The large distance between the Vestdijk and the Tramstraat is the result of a widening in the parcelling. The inner area is stayed protected mostly because of the flanks of these roads, with an architecture of a whole different level. The Vestdijk became iconic for the metropolitan ambition of Eindhoven. With a collection impressive high rise buildings, the Vestdijk promises the experience of the Big City. The Tramstraat on the contrary shows the character of a village with low rise buildings. The area (VDMA) between the Vestdijk and the Tramstraat has a split status which shows contradictory ideals. An invisible border lies in the inner area which shows the difference between both ideals. Eindhoven wants to come across as a big city, while it still wants to keep the small scale qualities of a village. In the Vestdijk, the big city is being represented by the Dorint Hotel, Shopping Centre the Heuvelgalerie and large-scale housing. In the Tramstraat, developments are way more intimate. Family homes and small businesses. These different ideals have led to an internal contradiction. The presence of architecture has led to a reserved use of the internal area. The buildings have been placed along the traffic roads and by doing so they hide the changing use of space. The depth of the area has proved itself in parking spaces. Nowadays, it is mainly being used as storage for cars. By filling up the Vest and by destining this as an important traffic road, the area became a perfect place for defect vehicles during the rise of the car industry. Two facades of the match factory have even been torn down, just to be used to create a larger car garage. This car garage became twice the width of the match factory. Next to this expansion three new garages were built to facilitate the car fixing completely. The old Nurse Flat on the Vestdijk played a crucial role in this ensemble and proved itself as a perfect gatehouse. Designed to completely rest on columns, this former home of female hospital staff functioned as a sort of a gigantic hatch. When passing through the columns of the flat, one can enter a parking lot, enclosed by garages. The parking lots belonging to the Dorint Hotel use a second part of the inner area and the Municipality Eindhoven has reserved a third part for general use. Counted with the reserved parking lots for companies, the number of enclosures is seven in total.
FOOD HALL EINDHOVEN | HISTORY OF THE LOCATION

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image: situation 1961, in grey current situation, in red important building

image: situation 1980 in grey current situation, in red important building
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image: photo collage of the Vestdijk with on the left the old nurse flat and on the right the old hospital
The context shows that the location is located between the shopping area, the dining area and a residential area. The area itself still shows the past industrial functions that were once there.

The urban block in which the plot lies has an unusually large depth to it, due to historic development in parceling the land. Because of this depth, it is difficult to divide buildings in it, when the city requires all borders of the block to be closed. This difficulty in dividing can be noticed, because in every urban development plan of the area, this is basically the only undefined one. Therefore, this area is called a Transition Area. Without any vision to deal with the difficulties of the inner area of the block, it is now being used as a parking area.

Today, the area within the block is marked as a 'transition' area, and as parking area. The transition taking place in this area is the one of a strong urban area to a green rural living area. It is therefore hard to define. It is not urban, but it is not rural either. It is therefore that the area currently is being used partly as a private parking area for some companies near the block, and partly as public parking area. Looking at the location of the block, it is a waste to use it as a parking area. Things need to change.
SteenhuisMeurs did a thorough urban research of the city centre of Eindhoven. For the area in which this project is located, they made some recommendations for the future. First of all, more green needs to be implemented in the area. The amount of green in the area has been diminishing since the filling up of the canals. Also the keeping of the current alignments of the built environment and to cherish the historical layers is recommended. The municipality of Eindhoven bases itself on the research of SteenhuisMeurs. They also wish for an expansion of the cultural and leisure provisions, in order to enlarge the diversity and attraction of the inner city. Besides that, the municipality values the cultural historical underlayment concerning the present old buildings. If demolishing is not necessary, then please don’t. As the municipality states: on one hand Eindhoven is a dynamical city, which excites and stimulates, and on the other it is a city with a pleasant and calm living environment, filled with greening. The old nurse flat and the old factory buildings behind it at the Vestdijk are examples of this new approach of the municipality of Eindhoven. The problem of this approach however, is that in the case of this location it causes a lack of much needed development. The current area misses an identity, even though it’s filled with interesting stories. It was therefore not possible to keep the old nurse flat, because it blocks every sightline towards the area behind it. Also, since the old hospital (which was located on the spot of the Heuvelgallerie) has been demolished, the nurse flat (which is already on the list of buildings to be demolished in the near future, even with the new approach with the municipality) lost its counterpart. I therefore wanted to create a new counterpart for the Heuvelgallerie. The relationship between the Heuvelgallerie and the Food Hall will bring back the connection between both sides of the street that was once there, between the nurse flat and the hospital. The reasons mentioned caused me to make the tough decision of demolishing the old nurse flat. The old halls lie further back in the area, because on the spot of the old nurse flat the old factory front was located. This front was completely demolished by the WWII bombings. What was left is what we can see now: one large hall, with three smaller halls located next to it. Part of the brickwork of the large hall has been used to build the brick walls of the later constructed smaller halls. The current brickwork (what is left of it) is in a very bad state, and is not worth keeping. The old metal structure within however is one we don’t see any more nowadays. In fact, I haven’t seen the likes of some of the old columns yet, even though I tried to find similar looking ones. I think this is what makes it special, and worth keeping, even though it probably wasn’t back in its time. Speaking in economical terms: shortage makes valuable. I would like to show people the hidden historical richness of this area, after it has been neglected for so long. The area behind the Food Hall will be a green area with plenty of places to sit and enjoy a breath of fresh air. Since landscape architecture is not my specialty, I will hand this part of the assignment over to a landscaping architect. For this graduation project, however I have made a concept render to show what the area could like in the future (shown further in the report). As for this, the design will be able to be extended when future development of the area behind the Food Hall will take place.
The concept is to mingle the Hub and the Food Hall with each other, without being able to enter one through an other. For example, when the Food Hall is closed at night, it is not possible to enter the Food Hall from the Hub, in case the Hub has an event.

‘Connecting expats to the city’ is a bold statement. How is the combination of these two functions going to work? First of all, locals are not very likely to visit a place like the Hub when the emphasis is mainly put on the helping of expats. However, giving locals a reason to go to the same location as the expats, makes the chances of the two groups meeting each other much more likely. And, as stated before, a Food Hall is a place where these two different groups will be likely to visit. The expats to have a taste of home, literally, and the locals to get to try new foods, without having to spend a lot.

By creating opportunities for the locals to be able to see what’s happening in the Hub, and getting enthousiastic by this, connections will be made more easily.

The design itself will be derived from the way market halls were and are constructed: by creating an urban roof. This urban roof is derived from the shape of the factory building. A few examples of market halls with the use of an urban roof can be viewed.
FOOD HALL EINDHOVEN | ENTRANCE IMPRESSION

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FOOD HALL EINDHOVEN | ROOF EXTENSION

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A large part of the Hub is located in the basement. The reason why it is located over there is to create sight lines from the Vestdijk directly to the Food Hall, without being blocked by the Hub.

The entrance of the Hub is kept at the same spot as it is today, but lowered into the ground. By creating an inner courtyard in front of it, it is still visible from the sidewalk, and raises curiosity.

After descending to the Hub, one can choose to go to the large café with a living room ambiance or to the gym room, which has its own dressing rooms attached to it. In case somebody works for the Hub or wants to take classes, they can take the other entrance to either work in the office area, or to take the escalator to the classrooms above.

In the middle of the floor plan a part of the Food Hall is located to create a connecting view with the Hub. The Food Hall and the gym room of the Hub are parted with a double glass façade in which a winter garden is located. In this way, people who might have a class in the gym room still have enough privacy. Also, the glass façade makes sure that enough daylight is entering the Hub.

The rest of the floor plan is being used as storage room for the Food Hall. Trucks can load/be loaded on the bottom of the floor plan. The black squares on the floor plan represent the transportation/installation cores which lead to the Food Hall above. People working in the Food Hall therefore won’t need to bother to travel up and down between the storage room and the Food Hall during working hours. This saves them time, and saves the visitors of the Food Hall the view of empty boxes and trash.

The installations are also located in the basement, so there is as little as possible sight of installation lines as possible in the Food Hall.
On this floor the entrance of the Food Hall is located. On the left of the floor plan the inner courtyards of the Hub located down below can be seen.

Coming from the left (Vestdijk), two large lowered glass floors can be spotted right before the entrance. The glass is lowered to prevent people from walking on it, and provides a view to the gym room of the Hub located down below. This is to create a visible connection between the visitors of the Food Hall and the Hub.

When entering the Food Hall, one arrives in a forum. The void in the middle causes people to make a small detour instead of being able of walking a straight line (to the exit on the right), to ‘lure’ them into the Food Hall on the ground floor. An other option is to take the stairs to the basement, where more Food Hall stands are located. The reason why a part of the forum is lowered is not only to create a connection with the Hub and to allow daylight into it, but also to give the existing roof structure more height below it, to give it a spacious feeling.

The Food Hall stands are recognized by their square glass shape. These glass ‘boxes’ prevent all different scents of blending with each other, which could otherwise cause unpleasant scent combinations.

On the top and on the bottom of the plan the entrances to the Raffeisenstraat and to the Pullman Hotel can be seen.

Winter gardens are placed on the east and west façades, which suit winter gardens the best. The winter gardens will help with the ventilation of the building.

For heating and cooling mylar water ribbon features are placed next to the east entrance and on the top left of the floor plan.
FOOD HALL EINDHOVEN | IMPRESSION FORUM

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De idee van een transparante vloeiende ruimte, die de mensen op een bespiedde manier eenvoudig laten lopen. Met sterke transparantie en een strakke structuur. De mensen die lopen, letten wel op hun omgeving. De ruimte schijnt als een zachte omslag.
The first floor, or the 'box' floating in the Food Hall space gives people on the street and visiting the Food Hall a hint of the Hub. As mentioned before, this is to create a sight connection, raising curiosity.

In this 'box', class rooms, office space, a pantry and meetings rooms are located.
The existing situation at the Vestdijk shows the old nurse flat squeezed in between the old villa to its left, and the Pullman Hotel (former Cocagne) on its right. Every entrance to the area behind it is closed. It connects directly to the Pullman, and the connection with the old villa is made through a high metal fence. Even though originally entrance to the area behind it was possible by walking through the gateway in the middle, it is nowadays blocked with gates. If redevelopment of the area behind the flat wants to take place, an opening needs to be made somehow.

The materialization of the flat matches with the buildings next to it and with all the other buildings in the Vestdijk: stone architecture. The whole architecture of the flat was meant to fit the old hospital which was located across the street, but is now demolished. The building which is now on the place of the old hospital, shopping mall the Heuvelgalerie, has used elements of the architecture of this hospital. But, since the link between the two buildings is missing, the connection is lost.

The Food Hall can be seen as an extension of the shopping mall. The study of examples has showed that Food Halls are in most cases located in shopping malls. As this Food Hall is not located in the shopping mall, but across the street, it needs to attract people in a different way. My solution is to open up the area across the street by placing the Food Hall backwards, as opposed to the clear ‘stop’ sign which the nurse flat is making.

The urban roof in front of the Food Hall keeps the original alignment of the Vestdijk and opens up to the Pullman Hotel, giving it room to breathe. The roof respects both the original line of the old factory building as well as the horizontality which can be seen in the Pullman façade. The canopy shape of the roof can be recognized on the top right of the Pullman façade as well.
FOOD HALL EINDHOVEN | NEW FAÇADE

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The materialization of the building does not follow the materialization used in the Vestdijk, on which the façade is mainly focussed. There are two reasons why I chose to do so. The first reason is because the design is derived from the structure of the old factory building. Even though the factory has masonry façades, all that will remain of the building is its metal structure. Secondly, since the building is placed further back into the area behind, it is not directly connected to the Vestdijk. As the building is supposed to attract people to enter the area, I wanted to seek difference in its materialization. However, the colours used in its surroundings will remain the same: the structure is made in the white of the villas, and the roof will work with the anthracite of the Pullman Hotel.

The Food Hall will be constructed as much as possible in metal and glass. Metal as derivation from the factory structure, and glass because of its translucent characteristics, giving a clear view from the surroundings into the Food Hall.

The urban roof planes will be constructed out of metal plates, which can be seen on the right page. These plates will also be used around the ‘box’ in the Food Hall. The linings in the roof are supposed to be as seamless as possible to accentuate their continuity, and create an as flawless as possible architecture. The big advantage of these metal plates is that lengths of up to around 24 meters are possible which means that the linings in the roof can be constructed without seams, as they are shorter than.

As for the floors in the Foodhall, a cast epoxy floor is being used. Epoxy floors are hardwearing, hygienic, not very sensitive to scratches and can be very well combined with floor heating. Characteristics which are very important in a Food Hall. But most of all, they have a very flawless, modern look, as can be seen in the picture above.
FOOD HALL EINDHOVEN | STRUCTURE REFERENCES

- Image: sketch of structure by Prouvé
- Upper image: photo of Evian Pump Room
- Middle image: photo of Evian Pump Room
- Lower image: structural system Evian Pump Room
For the design of the structure, I mainly focused on the Evian Pump Room by Jean Prouvé and the Stockley Park Offices by Foster & Partners.

The interesting thing about the Evian Pump Room is the slimness of the vertical lines in the glass façades, provided by the way the structure is designed. The verticality of the façade is something I would like to achieve in my own design as well. However, I discovered it to be unlikely to use this kind of structure with columns as slim as mine in an environmental setting as mine. The line the canopy roof is following does not work with a structural system like this.

The Stockley Park Offices by Foster & Partners were mostly useful to work out the detailing of the roof, where it connects with the façade.
Double-skin façade on the west: to prevent excessive solar heat gain, which will mostly be prevented by the large extended roofs. Mylar (completely recyclable) ribbons water feature: adds an architectural element to the design, looking like a decorative water feature, but also takes care of warming and cooling the building.

Solar chimney & transport installations: placed on the north, the solar chimney causes natural ventilation through the building. These chimneys will also be used as transportation tubes from the basement to the Food Hall on the ground floor, as well as installation pipings.

Double-skin façade with winter garden on the east: during the summer, the east façade receives large amounts of solar radiation in the morning. This side of the building utilizes a double-skin façade that reduces solar heat gain during the summer (with help from the winter garden) and performs as a thermal buffer during the winter.
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1. condensation gutters
2. continuous aluminium gutter
3. weep
4. aluminium strap
5. weep
6. weep
7. glazing channel
FOOD HALL EINDHOVEN | FAÇADE

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FOOD HALL EINDHOVEN | ROOF
1. metal roof plate
2. head structure
3. vapor barrier
4. thermal insulation
5. z-profile
6. thermal bridge break
7. metal roof plate
FOOD HALL EINDHOVEN | ROOF DETAIL UNINSULATED (OUTSIDE)

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FOOD HALL EINDHOVEN | ROOF DETAIL INSULATED (INSIDE)

GRADUATION STUDIO

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This graduation project was a tough one for me. The incorporating of an existing structure made my task unnecessarily difficult, as did the context. I suppose I completely forgot about the KISS principle... Keep It Simple, Stupid! Nevertheless, it is good to face your challenges, instead of taking the easy way out. Still, if the designing process wouldn’t have taken up so much of my time, I think I could have elaborated the project even further. However, I’m thankful for the opportunity of picking out my own assignment, and have learned a lot because of it.
FOOD HALL EINDHOVEN | SOURCES


[9] Office Building in Stockley Park (1990), Detail, 4

[10] Lee, J (2009), The Market Hall Revisited: Cultures of Consumption in Urban Food Retail during the long twentieth Century, Linköping University

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