

Of Memphis' 77 under-served communities, only seven have easy access to a full service supermarket.¹ Many lower income families in South Memphis live in a food desert, making it difficult to find any healthy produce. This aids to the 34% of adults in Shelby County that struggle with obesity. Design is meant to impact people's daily lifestyles, and this project will explore the ways that a multipurpose facility can transform communities and provide the necessary goods for healthier living.

This project is the next phase in an existing initiative called the "Green Machine Mobile Market". Building on their need and desire to have a permanent market in the neighborhood, this project is a non-profit grocery store providing healthy produce and educational opportunities for consumers learning to cook, eat, and live nutritiously. The site for this project is a vacant building located at 250 G.E. Patterson and the adjacent lot at 242. In total, this space occupies roughly 9,690sf.

Color, lighting, space planning, accessibility, and connection to bus/bike routes are all key factors supporting the main concept: to **engage**. This project intends to investigate how interior design, graphic design, and architecture can work together to enable a healthy and active lifestyle; in turn the community is engaged and revitalized.



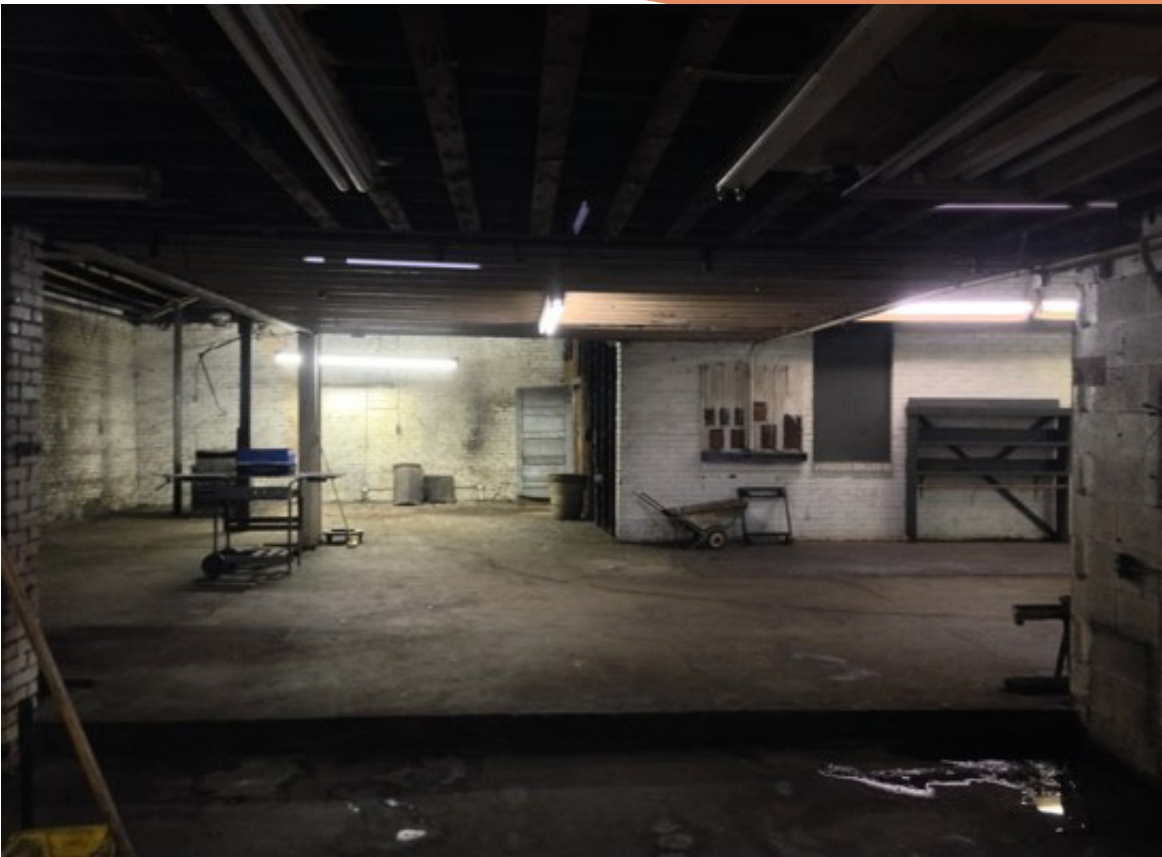
existing front facade & driveway (facing southwest)



adjacent lot (proposed garden area)



current interior conditions



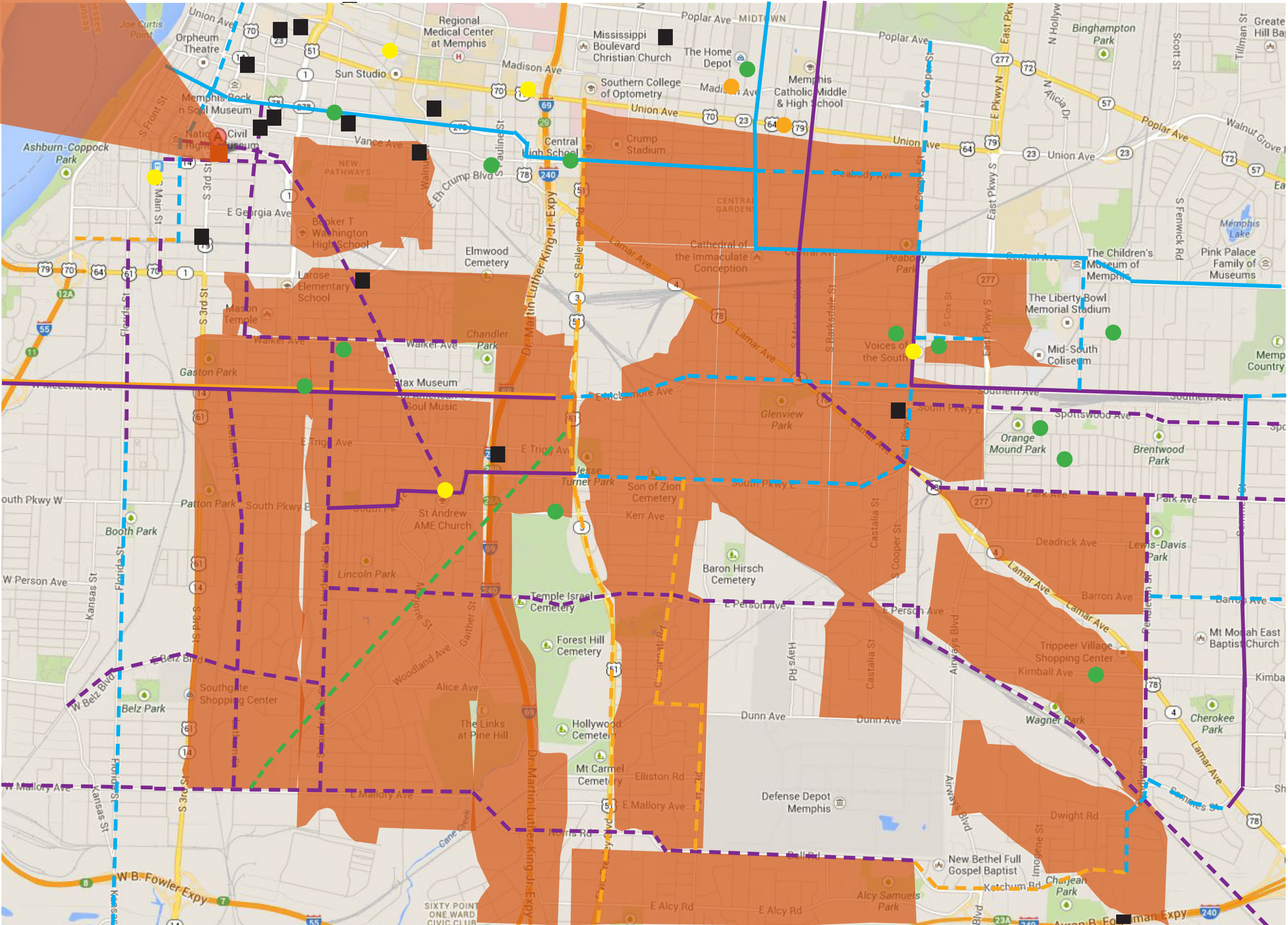
current interior conditions (facing south)



current interior conditions (proposed market area)

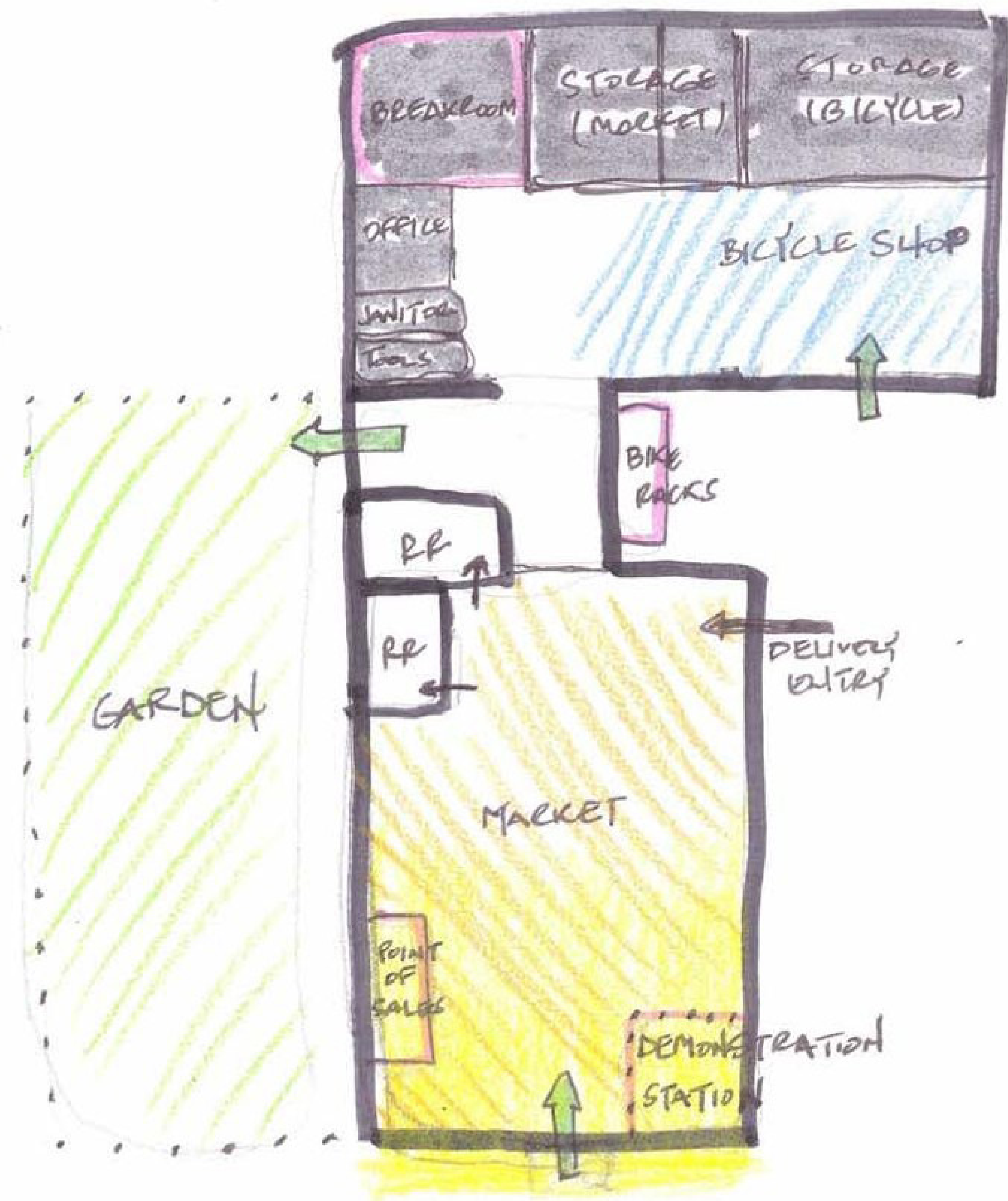
LEGEND

- existing bike lane
- existing bike route
- existing bike facility
- proposed bike lane
- proposed bike route
- proposed bike facility
- proposed greenway
- residential area
- community garden
- farmer market
- grocer
- Green Machine stop

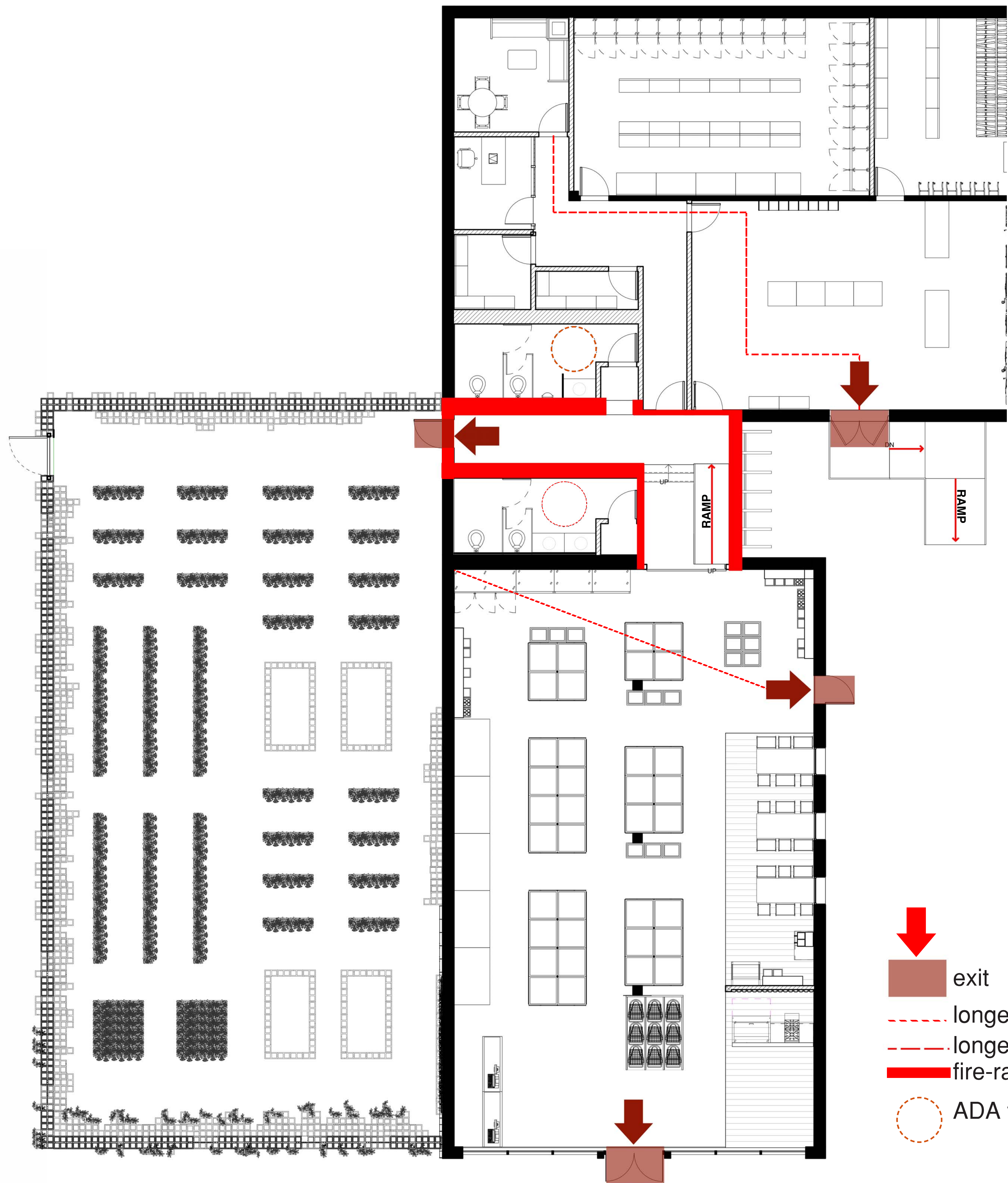


This project is intended to serve the people who currently benefit from the **Green Machine** in South Memphis. *The Green Machine is a mobile produce market bringing fresh fruits and vegetables to neighborhoods with limited access to fresh produce in Memphis, TN.*² The Green Machine partners with MATA to bring healthy produce into these South Memphis neighborhoods. The Green Machine reaches residents living as far north as N Parkway, as far east as Hickory Hill/Winchester, as far south as Knight Arnold, and as far west as 3rd Street. Having a permanent market at 250 G.E. Patterson will benefit those who live in the heart of a food desert, as well as any future residents moving into the neighborhood, which is now zoned for residential use. This market's location is central to many of the Green Machine's routes, and will daily provide full access to desired fresh produce. Those who would normally only have access to those fruits and vegetables one day a week will now have full access each day that the market is open.

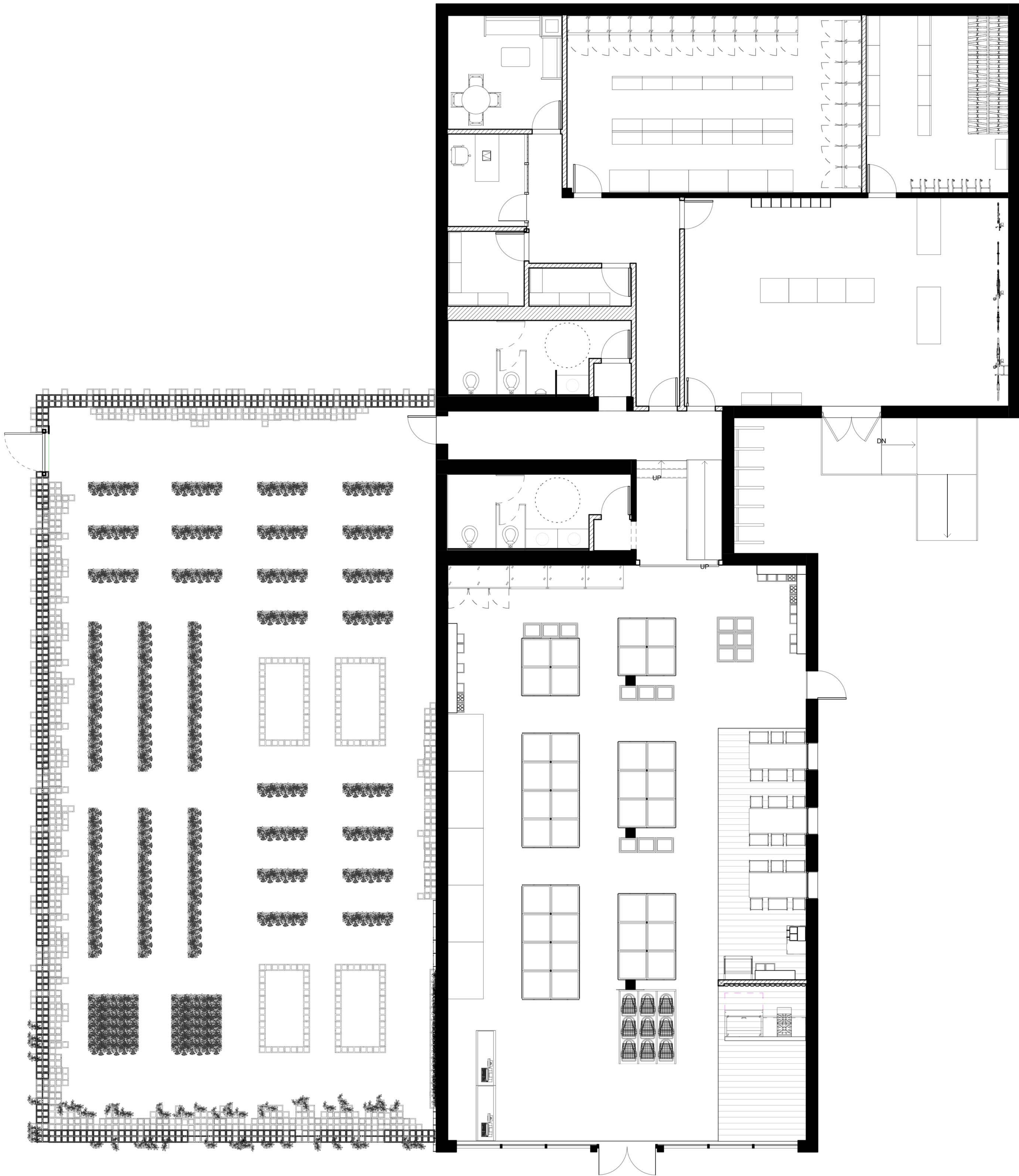
¹ Thinking Outside the Box (Stores): The Co-operative Food Store Option (The University of Memphis, Community Economic Development Seminar), 4.
²<https://www.facebook.com/TheGreenMachineMobileFoodMarket/info>



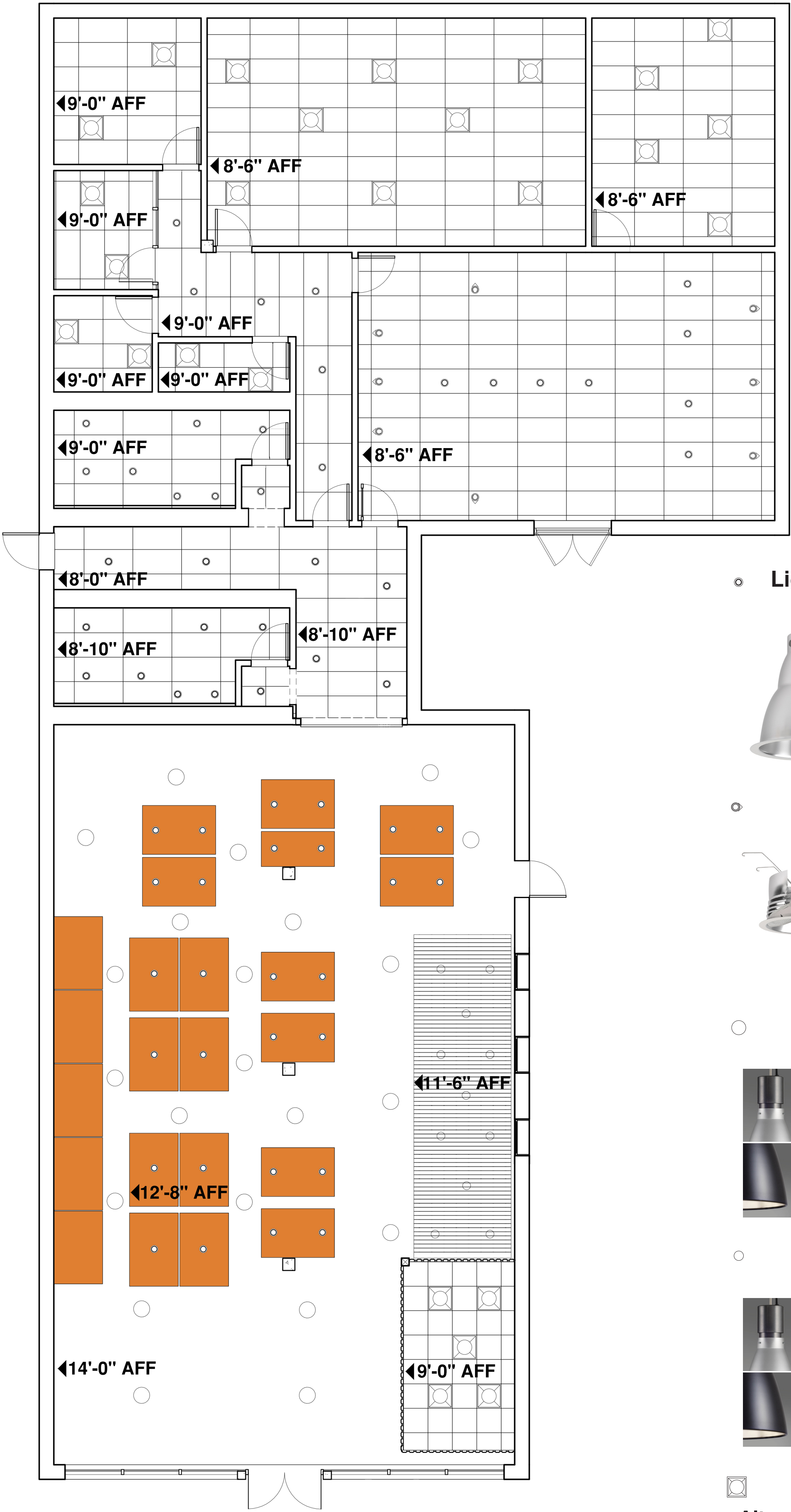
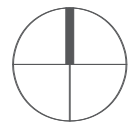
Initial spatial diagram showing primary functions



Life Safety Plan



Floor Plan
3/16" = 1' - 0"



Reflected Ceiling Plan
3/16" = 1' - 0"

- Lightolier Recessed Downlighting
Calculite 6" CFL Downlight-Vertical



- Lightolier Lensed Wall Washer
Calculite 6" CFL



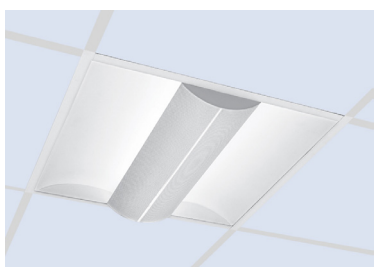
- Impact Architectural Lighting
Pendant
Imago ii 16" 2 Lamp CFL



- Impact Architectural Lighting
Pendant
Imago ii 8" 1 Lamp CFL



- ◻ Lightolier Slim Semi-Recessed
Alter Soft Lights 2' x 2' direct/indirect CFL



SUSTAINABLE FEATURES

Promotes Alternate Transportation

- Bus Stop + Proposed Bike lane directly in front of building
- Bicycle Shop educates community on cycling as a viable, healthy form of transportation

Armstrong Acoustical Cloud

82% Recycled Content

Energy Smart Lighting

Lightolier's Calculite
-Fluorescent lighting system with daylight & motion sensors
-" lighting that meets users' needs with the least consumption of energy and other resources."



Considers Orientation

- Building is oriented on East-West axis & East-West glazing is minimized
- Southern glazing shaded by canopy, which also is a light shelf
- Thermal mass (exterior masonry walls) prevents rapid temperature fluctuations

DuctSox

55% Recycled Content

"Second Life Materials"

Use of wood pallets, corrugated metal panels, & other repurposed materials.
The building & the brownfield site are examples of re-use as well.

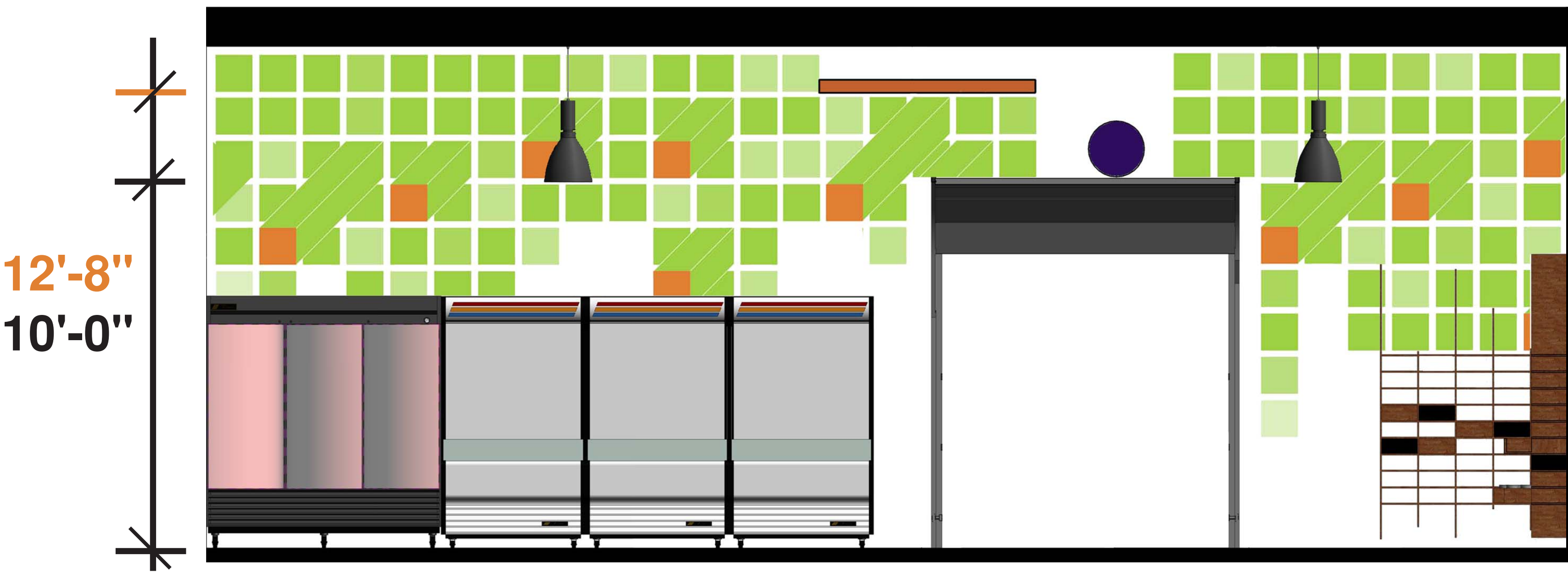


Existing Conditions of Market Area

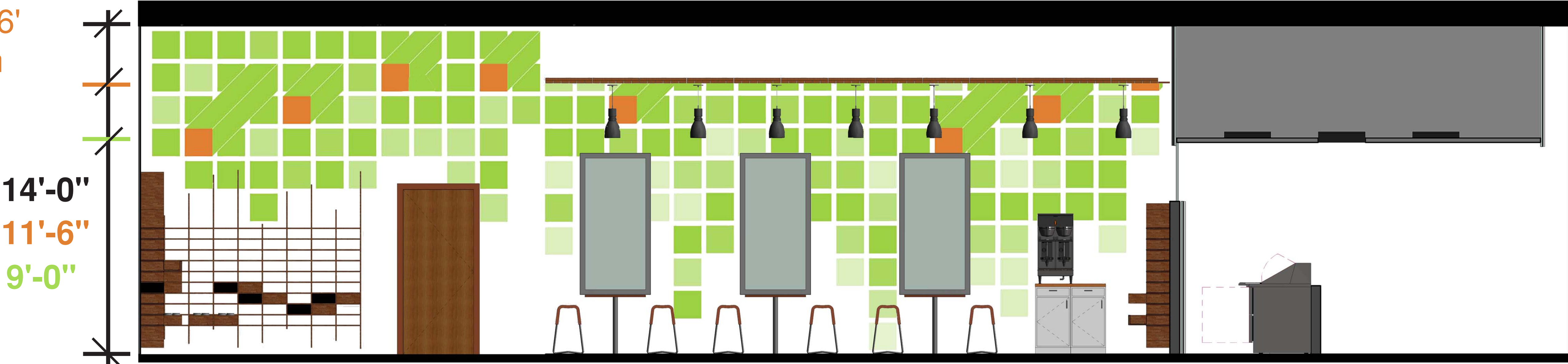
- Current ceiling height is roughly 16'
- Blank walls make the space seem more massive

Solution

- Lights, colorful graphics, & suspended ceilings** provide various ceiling heights to break up the tall space
- Pendants** hang at two separate heights to frame a seating area & a path of travel.
- Suspended ceiling clouds** hang at various heights to frame the produce section & a seating area.
- Wall graphics** pull from the palette of the product being sold, which becomes a design that breaks the current vast white wall space.



Interior South Elevation
1/2" = 1' - 0"



Interior West Elevation
1/2" = 1' - 0"



Interior East Elevation
1/2" = 1' - 0"

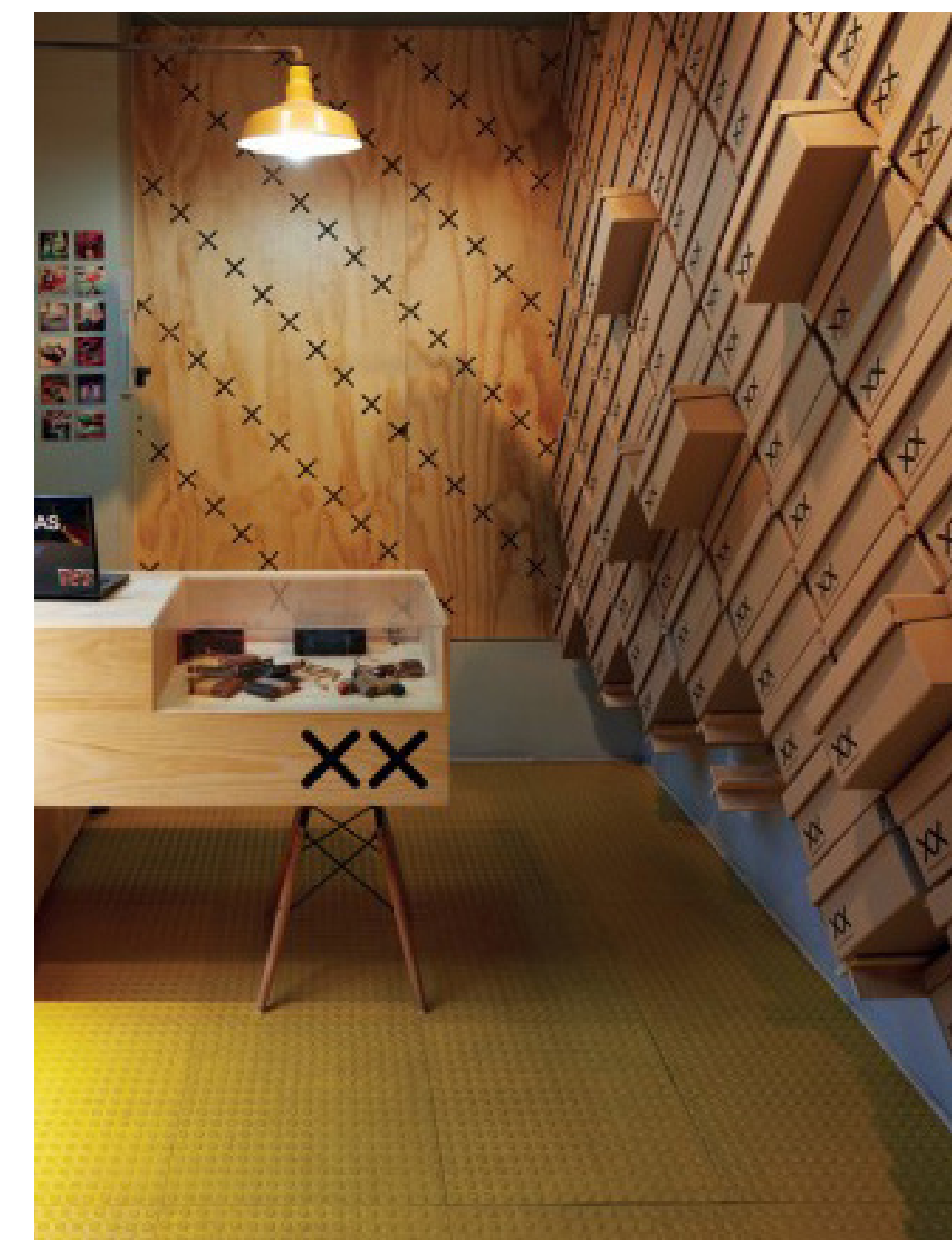
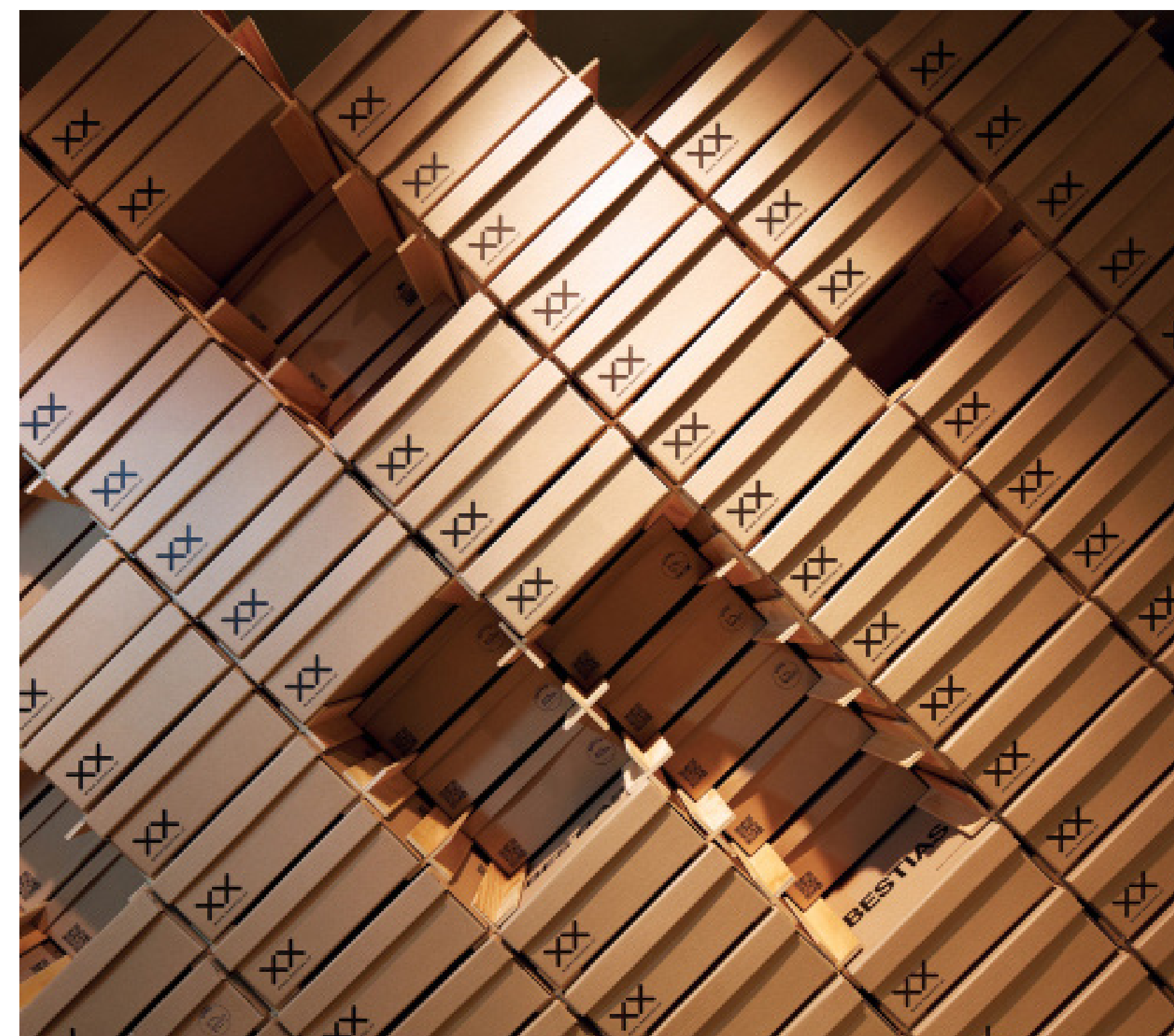
STUFF
 Stuff a bag 'til you
 can stuff no more.

SPEND
 Spend a flat rate.
 Every time.

SAVE
 Save a ton.
 Isn't shopping more fun that way?



Reusable bag design



Precedent
Bestia's XX
 Providencia, Chile
 MoVe architects

- form of display becomes a wall feature
- simple storage with easy removal/refill
- push/pull effect



Market Design Features

Color Palette

- Colorful wall graphics are inspired by the colors of the products being sold
- Graphics also support the push/pull design aesthetic seen on the interior & exterior

Contrast

- Black gypsum ceiling drops just below the existing beams & creates high contrast against the bright Armstrong ceiling clouds

Wayfinding

- DuctSox material pulls from the color seen in the bicycle shop
- Signage is screen-printed onto the DuctSox & acts as wayfinding to the bicycle shop

"Homegrown" Aesthetic

- The use of repurposed materials--plywood, wood pallets, etc.--contributes to a welcoming, handmade environment
- "Garage" door used to separate two zones adds to this aesthetic
- The open plan & "at-home" feel make this shopping experience one where people can easily **engage** one another as they shop.



Demonstration Area

A place where anyone can come & learn how to prepare healthy meals for their family

Customers can grab a plate after each session & spend some time together in the gathering area

A soffit created by repurposed corrugated metal panels frames this area & creates a place that draws people in.

It's open-air nature also draws people in as it appeals to customers' sense of smell.



A Place for Gathering

Customers can enjoy a cup of coffee or a plate of the latest meal from the Demonstration area

- provides views to the exterior driveway which creates an experience as people ride by to test their bikes from the cycle shop
- area is framed by hardwood floors & a wood panel ceiling system
- these materials paired with warm lighting features & views to the exterior create a warm, comfortable environment
- this is where strangers become neighbors & start to **engage** one another

Cycle Shop

People can come here to learn how to build & maintain a bicycle. It is a place that encourages people to use bicycles as a viable form of transportation.

The design is minimal within the shop; this places emphasis on the function of the space.

Focus is on the people who interact, work, & learn in this space.

There are three stations for educational aspects to take place:

1. Work tables
2. Raised racks with mounting capabilities for the full body of the bicycle
3. Chalkboard

The chalkboard is the simplest &, perhaps, most effective educational area in the shop. It's approachable by adults & also by children. It allows them to actively participate & grasp the fundamentals of bicycle mechanics. Best of all, they can leave their mark by writing messages to the volunteers or to each other. This is another area where people can **engage**.

Mural Wall

The proposal for the exterior wall is to be the next location in the series of "I Love Memphis" walls.

A local artist, Brandon Marshall (who painted one of the original walls) will be commissioned to design this mural.

In this way, the city at large is **engaged** & this becomes a destination place in Memphis.





Precedent

Parking Garage | NYC

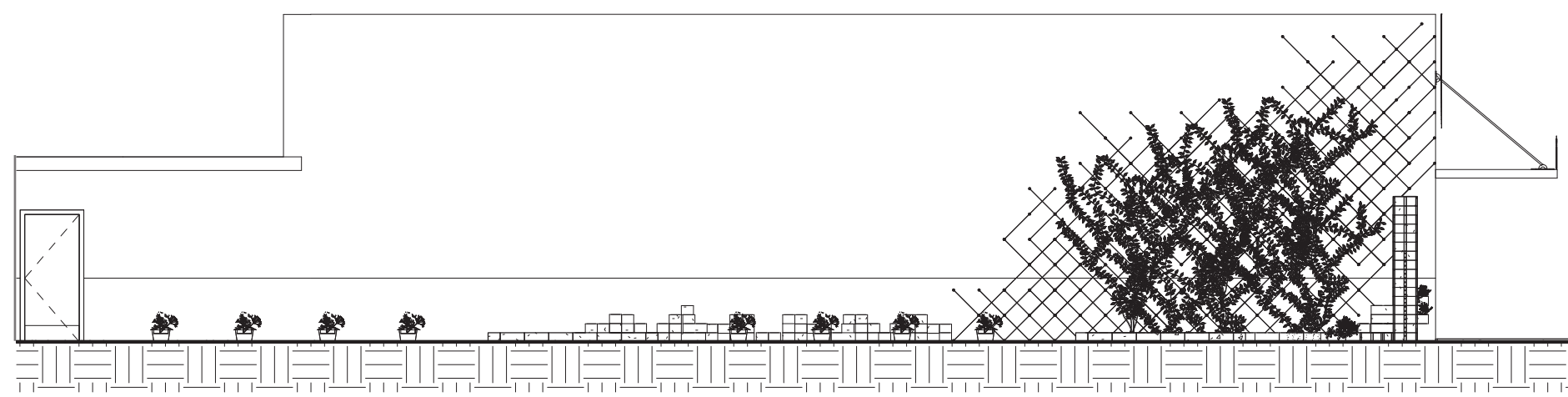
- DOT super graphic using rubberized paint to create a sleeve on the cables.
- creates interesting aesthetic when viewed in front of painted 2D surface



Precedent

Cinderblock Wall Vegetable Garden | TX

- multipurpose: wall, garden, art
- edible wall planters



West Elevation

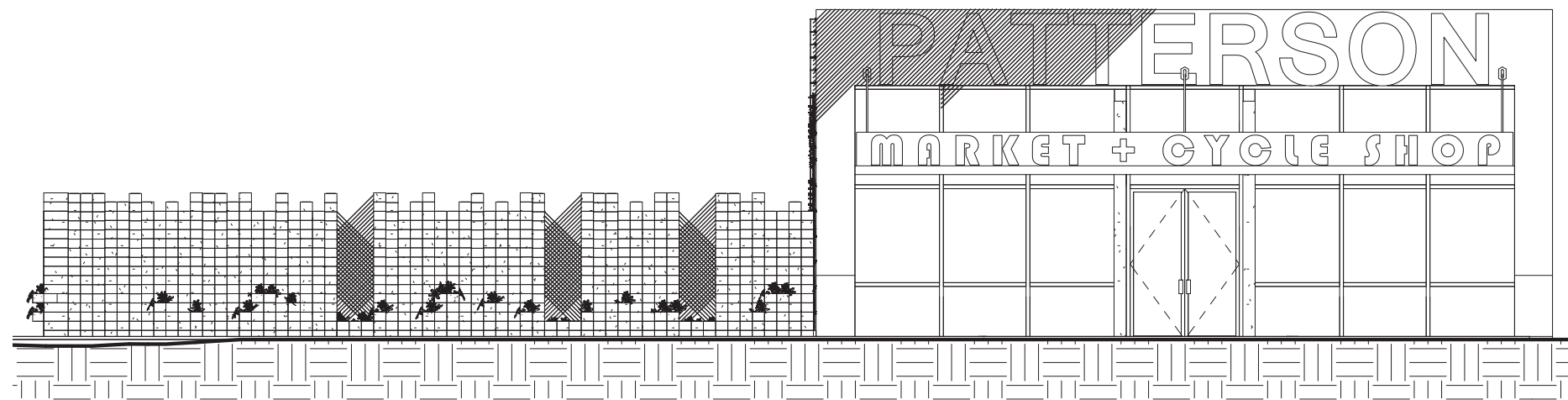
1/8" = 1' - 0"



Front Facade View

The "Giving" Wall is a feature that is open to the public. People can walk by & take from the cinderblock planters, or they can enter the market & come into the interior of the garden.

Cables wrap from the West Face of the building to the South & create an aesthetic similar to the one seen on the parking garage.



South Elevation

1/8" = 1' - 0"



East Elevation

1/8" = 1' - 0"

