**Helpful Resources:**
Provides the community with practical resources that can help in their day-to-day lives: ADU information, tenant rights, K-12 programs, etc.

**SECOND LIFE**
Standard 10'x10' folding canopy with custom graphics. The 10'x10' canopy was selected because it is an essential tool for farmers' market vendors. All canopies will be donated to the farmers' markets for reuse.

**SECOND LIFE**
The plastic produce bin is a versatile staple at each market. Our proposal adapts the bins for seating, counters, and booths.

**Kids Architecture Play Zone**
a playful arrangement of produce bins seating. Families can play and learn together.

**“Ask us Anything Booth”**
Staffed by a practicing architect from the neighborhood and a student intern. The booth allows for community members to ask about everything from design permits, career trajectories, concerns about the built environment etc.

**Student Work Panels**
(15 sq ft. per student)
Eight Panels per Exhibit x five farmers’ markets = 40 panels total.

**2x8 Student Exhibition Area**
Lightweight hanging exhibit - Circulation space allows for augmented reality phone app use.
Overview Our competition entry embodies the theme of “Community” by taking root in the beloved space of the farmers’ market. Our proposal sites the student exhibit within the existing network of farmers’ market public spaces across the city. We believe the proposal will help foster a sense of community within the broader context of Los Angeles for architects and non-architects alike. We call it Farmers’ Market.

Farmers’ Market Concept Farmers’ Market taps into the existing network of markets that activate neighborhoods from Highland Park to Crenshaw across Los Angeles. Our team has begun collaboration and outreach within our own community at the Highland Park and Lincoln Heights farmers’ markets, which are operated via the local Business Improvement Districts (BID’s). By partnering specifically with the Highland Park and Lincoln Heights markets (additional markets are in progress), the exhibit brings design students and architects into dialogue with many communities, including those that are historically underserved. We are working on outreach to SEE-LA, a farmers’ market non-profit, to incorporate additional markets for a project total of 5 markets.

The design itself draws inspiration from the provisional architecture found in farmers’ markets. To produce our exhibit space, we adapted the design language of market tents, produce bins, signage and, most of all, a sense of community that thrives within farmers’ markets. The end result is a vibrant pop-up exhibit space that brings a diverse group of people together around the theme of architecture and community.

Assemblies Curatorial Concept Farmers’ Market taps into the concept of Assemblies at a fundamental level. For thousands of years, the very nature of outdoor markets across the world is a gathering or an assembly of vendors, temporary structures and the community in a public space. Each market embodies the unique characteristics of the community it serves, from the food products sold, to the texture of the street scape. The ritual of each vendor assembling their produce, their tents and displays, to then disassemble at the end of the market day, and reassemble again and again is powerful and strikes a chord with the notion of “practice”.

Our Farmers’ Market proposal embraces this ritual with our own assembly of temporary tents, produce bins, signs and exhibits. Our tent is also staffed with vendors of a sort. In our case, the vendors are architecture students who are learning to practice and architects from the neighborhood who will be on hand to engage with community members. Ideally, with the assistance of the ASLA and AIA, we can identify practicing architects who live and work in the market neighborhood to join us in the booth.

Community Theme and Engagement Strategies While the student 2x8 exhibit has brought all the forces together for the annual exhibit, what does it mean to have a student exhibit in multiple public spaces around the city as the competition brief directs? The market locations are of course embedded in the neighborhoods they serve, but how best to engage with the neighbors themselves around the student exhibit and architecture as a whole? What does the exhibit even mean to the neighborhood in which it is exhibited? What opportunities and challenges does it present? Our proposal proposes the following strategies to try and tackle these questions.
Early outreach with the markets themselves — Once the market locations have been selected, the team will conduct outreach to ask questions and find out how an architecture booth and exhibit might help and serve the neighborhood’s needs.

“Ask Us Anything Booth” is designed to lower barriers and encourage dialogue. Staffed by a practicing architect from the neighborhood and a student intern, the booth allows community members to ask about everything from design, permits, career trajectories, concerns about the built environment, etc. The students participate and learn about engaging the community and the practice of architecture by shadowing the local design professionals.

“Helpful Resources” provides the community with practical resources about programs that can help community members in their day-to-day lives, such as energy rebates, the ADU Pre-Approved Standard Plans from LADBS, as well as current housing policies such as the AIA’s recent “Design with Dignity.”

“Kids Architecture Zone” embraces the family-friendly atmosphere of farmers’ markets and promotes the idea of making kids with a fun architecture activity to play and learn with the family.

“Student Architecture/ Augmented Reality/ Higher Education” The 2x8 student exhibit within the tent can engage families and people of all ages. The Augmented Reality phone app will capture the attention of a myriad of users and can act as a springboard to start conversations. The student design work can also act as a catalyst for young people and families visiting the farmers’ market to consider design careers and higher education.

Safe Outdoor Exhibition Space The network of farmers’ markets across the city has had relatively minimal disruption during the COVID-19 pandemic. The markets have followed LA County public health guidance and have kept their markets in operation. If the pandemic restrictions continue through the fall, when the exhibit is planned, it is a good bet that the farmers’ markets will continue to operate and the exhibit can proceed.

Second Life Our proposal intentionally elected to work with the standard farmers’ market 10’x10’ tents and produce bins that can be found in any market across Los Angeles. In our conversations with Misty Iwatsu, the Director of the Highland Park and Lincoln Heights farmers’ markets, she agreed that these humble materials are in high demand at the markets and would be welcomed as donations. We loved working creatively with the existing design language of the farmers’ markets we studied to make it our own, yet also making the design universal and useful.

Design Flexibility We see the Farmers’ Market concept as extremely adaptable. The concept with the 10’x10’ tent module can work as a pop-up within existing markets, but it can also be brought together to form larger scale exhibits. For example, if a closing exhibit was desired, with all the student work shown together in one space, the tents and exhibit could be re-assembled (with assistance) in a larger gallery space.

Cost Estimate / Production Capability The Farmers’ Market concept adapts existing mass-produced, ready-made items and customizes them for a unique 2x8 exhibition space. We employ methods to customize the items, such as designing the custom graphics applied to the tents and configuring the produce bins to suit our exhibition needs. 10’x10’ folding canopies with rear panel and custom digital printed graphics. The tents are fire treated to meet the Fire Marshal’s requirements for outdoor markets. We received bids from “Caravan Canopy Int’l., Inc.”, a manufacturer in LA County (Centinela, CA) that currently supplies many farmers’ markets in the area.

The budget assumes five farmers’ market locations operating concurrently at full capacity. Note: There is additional budget flexibility if just one or two farmers’ market set-ups are needed at any one time. For example, two farmers’ market set-ups can do a circuit of five farmers’ markets over a one-week period. Fewer set-ups would reduce the number of tents and bins required and, as a result, more funds could be allocated towards the Kids Architecture Play Zone, for example.

COST ESTIMATE

$10,000 10’x10’ tents (5 markets x $2,000 per market = 10 tents total) (including printing, tax and shipping)

$400 Produce bins (5 markets x $80 per market = 50 qty x $4 per bin) (including tax and shipping)

$300 Truck rental

$500 Printing (5 markets x $100 per market = 8 1/2 x 11 handouts)

$250 Kids activity (5 markets x $50 budget per market = 100 blocks and crayons)

$250 Misc. materials (5 markets x $50 budget per market = 100 blocks and crayons)

$11,900 Total estimated project cost
2x8 2021 Assemblies
Exhibition Design Competition

“Farmers’ Market”

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