



# FOOD

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# MARKET

The space of the food  
market in the city

Júlia da Costa Real Martins







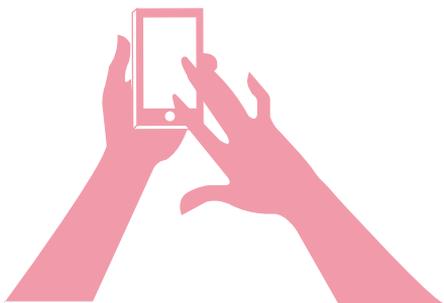


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# POLITECNICO DI TORINO

Corso di Laurea Magistrale  
Architettura Costruzione e Città

## FOOD MARKET

The space of the food market in the city



### Relatori

Prof.ssa Francesca Frassoldati  
(DAD) PoliTo

### Candidato

Júlia da Costa Real Martins

Doc. Francesco Carota  
(DAD) PoliTo

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## ABSTRACT

From the turn of the 21st century, a new wave of individual media-influenced globalization has emerged. Social networks such as Instagram have become new marketing tools, and their use an essential point in creating the mental image of a place, mainly through images that convey targeted messages quickly and efficiently. The physical space is invested by new values to stand out in this competitive virtual space drive-by images, relying on world trends, but modifying and adapting them to the reality and needs of the local population. Among others, one of the world trends is the craze for food culture and food markets, intended as the places in which concepts of tradition and sociability are celebrated. This paper aims to discuss the perception of food markets and highlight their importance in the urban fabric through these new social media tools, in particular, adopting CEASA food market in Brasilia, Brazil, as a case of an investigation. The urban planning and construction of Brasilia, based on modernist concepts, created a city with several public areas, but few of them have quality and encompass activities that promote the meeting and permanence of people. One of the places that allow this meeting is the CEASA food market, a meeting with a clear objective: the food products trade. This space, both physical and virtual, would allow the food market to become a centrality in the city, broadening its target audience by promoting activities and events beyond commercial activity, while giving visibility to it as crucial for the functioning of the city.

Key-words: Food Market, Instagram, Place branding, Brasilia, CEASA, Centrality, Mental Image.

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## **MOTIVATION**

When I traveled to Lisbon, I had the opportunity to go to Ribeira Food Market. A traditional market that went through a revitalization that allowed the old and the new to meet. Half of the space is dedicated to the traditional food market, while the other was reformulated to house restaurants of new chefs gathered in a single space. Creating a space that sells products but also the experience.

I immediately remembered the CEASA retail food market. CEASA is one of the most exciting places in Brasilia, a meeting place of various social classes and different cultures united by food culture. Food plays a unique role throughout history, and food markets are connectors of urban life in most cities around the world, becoming the final destination for many tour journeys.

The study of these food market places, provided me with a new angle to consider during these two years living away from home. I had the opportunity to travel and visit different countries and cultures. All of them have the food market as an activity in common, but with different configurations, products offered, and internal dynamics.

## INTRODUCTION

Cities have a close relationship with the countryside, and the meeting between urban and rural realities happens in markets. The retail markets have helped to promote the visibility of some locations over others, guiding the growth of urban densities and influencing the connectivity network between people. (Pintaudi, 2006).

“The space forms (including structures and function) last for a determinate time and its movement requests permanent reinterpretation” (Pintaudi, 2006, p. 1)

Just like cities, markets are dynamic spaces that, to survive, had to continually adapt to the urban changes of each place and in different time contexts. The growth of cities, these spaces have gained visibility and have been reproduced for referring to tradition and collectivity. However, to survive, nowadays, they need to adapt to the new wave of place branding and communication.

These new bases to produce successful spaces pose the challenge of finding the balance between the traditional and the new. Understand the relation among farmers, merchants, and consumers,

and between the trend and the real that allows us to create spaces that generate a relationship of belonging by people.

Thus, the main goal of this work is to highlight the role of food markets in the contemporary world, especially permanent ones. Seeking to understand what were the metamorphoses they have suffered throughout history, adapting to the changes in urban contexts and social relations — remaining as connectors of urban life in the metropolitan cities of which they make part of.

The cities are increasingly competitive spaces offering a variety of places and services, where to stand out is required more than the product, and to remain, it is necessary to use the marketing influence provided by the current media. In this thesis, in particular, will be explicitly studied CEASA, a food supply complex, which houses one of the most important retail food markets in Brasilia. Relevant economic, social, and heritage factors of the city will be taken into consideration.

This study would result, based on examples from around the world, on a proposal for the physical space. Urban and architectural intervention in CEASA

will be proposed, an essential area for the supply of the city, but which requires more considerable attention in project terms. Furthermore, an intended for the virtual space, this is, suggest changes in the way that CEASA sells its image in social media platforms. These two proposals together could improve and change the mental image that the population has about the space, increasing its importance when creating a new centrality in the city.

“Centrality is, ..., the occurrence of the encounter of flows of all kinds people, goods, vehicles, information bringing together a variety of tertiary activities (commerce and services, culture, leisure, education, health, public administration, tourism).” (Vargas, 2001, p. 269)

One of the project challenges is to keep the space to the population and to the people who gain their subsistence at the food market. Not falling unthinkingly into international trends that lead to the reproduction of non-places, according to Marc Augé (1995), non-places are spaces disconnected from local culture, which tend not to take into account the welfare of the majority. But to adapt world trends to the regional characteristics,

enjoying greater prestige within the city, bringing together more activities, thereby leveraging social life and the economy in the area.

The study is structured in four parts:

The first is dedicated to present configurations of retail food markets that marked the history, whose objective is to understand the metamorphoses that they had to go through to stay overtime.

In the second, is highlighted the phenomenon of Place branding, that is, the insertion of places among international models that lead governments to invest in boutique architectures, such as indoor gourmet markets. Attract more private investment and tourism.

Next, communication will be enhanced as one of the most important elements in the way that the city and places are experienced. Social networks are emphasized, more specifically, Instagram as one of the most prominent platforms in the form of classifying spaces using new variables. Highlighting how the food and spaces dedicated to it have gained space in the media and how it has undergone significant changes in recent years. The specific objective of

this chapter is to elaborate conceptual base that will help us to understand the dimension of the influence of social media platforms in the success of new spaces within the city, specifically the ones dedicated to food.

Finally, in Chapter 4, Brasilia will be highlighted, specifically the network of food markets within the city, and the relationship between places of production (farms) and public food markets. For this, the urban fabric of the city will be studied and mapped to understand which is the area of influence of CEASA food market.

## **METHODOLOGY**

Descriptive, the analysis seeks to describe and relate the various variables found through secondary sources.

The method used for this research is qualitative and quantitative, to analyze concepts and ideas together, when necessary with number values. The qualitative character permeates the whole research, while the quantitative values were mainly used in the third part of the work, to allow a more scientific character and more solid bases for the ideas expressed in the field of communication through Instagram.

The research method and bibliography used were chosen because they better meet the search conditions. Due to the fact that the final object of study is located in another country, the use of direct field research at this stage of the work was not feasible, being aimed for a future continuation.







**Fig. 1.1.** Food market trade  
Illustrated by the author

This part of the research goes back in time, not with the purpose of describing in detail the historical roots of food markets, but to understand the role of these spaces in the present, based on the past. Thus, understand how the food markets are structured at the different historical contexts, their importance in the urban network, and what were the constant metamorphoses that suffered to stay overtime.

Every historical moment presents forces that govern it, effects that modify human relations and power within society. Consequently, the way people live and experience space, shaping the city, its infrastructure, its urban facilities, and the set of activities offered.

All of these questions serve as a basis for understanding why in some cities around the world food markets, whether permanent or temporary, are still essential supply points, while in others, this has not been perpetuated. And why the reproduction of these spaces has become a trend worldwide.

The forms of food markets that have stood out throughout history will be highlighted first in Europe and then in Brazil, emphasizing: the historical period,

the urban integration, and the architecture. For better understanding, an example of each of these food markets will be shown, whether in the historical period in question or in contemporary times, as a reflection of influence over centuries.

## 1.1. Food Market and the urban network

The public market was one of the first forms that marked the separation of man and nature. The moment in which man ceased to necessarily produce his subsistence, substituting for the exchange of products and announcing new rhythms for time and social space (Pintaudi, 2006).

Traditionally three functions are materialized in the urban fabric: spaces dedicated to power, devotion, and defense. In turn, the supply activity, unlike the other three dimensions, did not have a space dedicated exclusively to it. However, it corresponded, according to Lamas (2010, p.154), to the “main reason for the city as a place of exchange and services”. At first, it occupied with precarious structure streets and squares in a sporadic and disorderly manner. Its centralization in cities was for practical reasons, in allowing greater sanitary and monetary control of these spaces that grew in importance along with the growth of towns (Nucifora & Urso, 2012).

The spatial form, structure, and function of public markets are reflections of society. It is not constant and has undergone different adaptations

according to the historical and geographical context in which they were inserted, fitting in the rationality of social production, lifestyle, and technologies used by each culture (Pintaudi, 2006). As a result, each city tends to produce different forms of markets and its relations with the urban fabric.

The rising of the importance of these places in supply regions influenced the growth of urban densities and the construction of roads for the flow of products, leading to the formation of sporadic, periodic and permanent markets (Pintaudi, 2006). With the growth of cities, the importance of the food markets in the function of continuously supplying material and immaterial needs of the population has increased, resulting in the construction of market buildings that house the trade activity continuously (Nucifora & Urso, 2012).

The first peak of the reproduction of these buildings occurred with the Second Industrial Revolution in the nineteenth century. The development of the means of transportation, such as the advent of railroads and steamships, facilitated the continuous supply of cities that had been

growing exponentially in size (Pintaudi, 2006).

Before the Industrial Revolution, these retail spaces constituted public spaces par excellence, wrapped in a robust social function because they often were the only places of social exchange. The shift from survival production and the commercialization of surplus to an increase in the supply of products beyond basic commodities influenced, at first, by mercantilism and later by industrialization, made commercial activity shift from a social to an economic function.

This change of values made the scale and the physical structure of the space to change and be dismember. The traditional market started to sell more exclusively food products while other products, especially the most specialized, and entertainment activities began to be part of a new commercial universe, that of galleries and later shopping centers in the twentieth and twenty-first centuries, semi-public environments.

The twentieth century was marked by two world wars and the Great Depression, which led to changes in economic doing.

Influenced by globalization resulting from the Technological and Computer Revolution at the end of the century, commerce began to appeal on new market strategies, such as, more specifically, after the 1980s, marketing strategies enhanced by the use of large media and social media platforms. According to Vargas (2001), the focus shifted from the product (commodity) to the market through marketing (analysis of consumer profile, competitors, and world trends).

The saturation of the commercial sector led to other products, not necessarily material, being marketed or used as a marketing strategy. Tourism, leisure, and entertainment became the new products to be sold or used as anchors of consumer attraction. According to Vargas (2001), tourism and recreation are the driving force of 21st-century commerce. They drive the sale of physical products through the market of experience, a concept that will be further explored in the following topics.

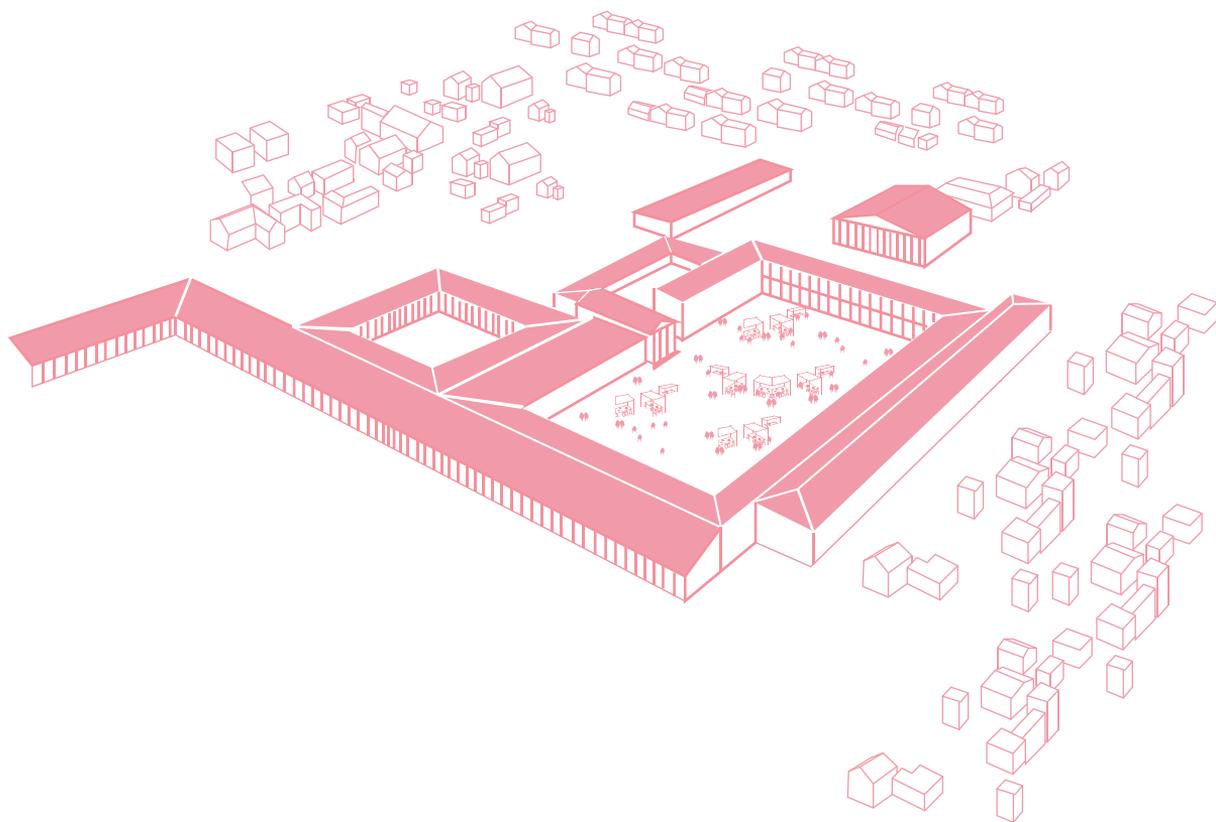


Fig. 1.2. Miletus Agora, Miletus, Greece  
Illustrated by the author

## 1.2. Food Markets in Europe

### 1.2.1. Agora

#### Example

The Miletus Agora is a clear example of the spatial delimitation of an open area through the use of architectural elements: columns and staircases, following the urban layout, but at the same time marking and defining this space in the city as differentiated and important within the social logic of the time.

#### Context

Ancient Greece, due to its strategic location in the Mediterranean and the low quality of its lands, developed in importance driven by trade between the various city-states and with other nations. (Vargas, 2001).

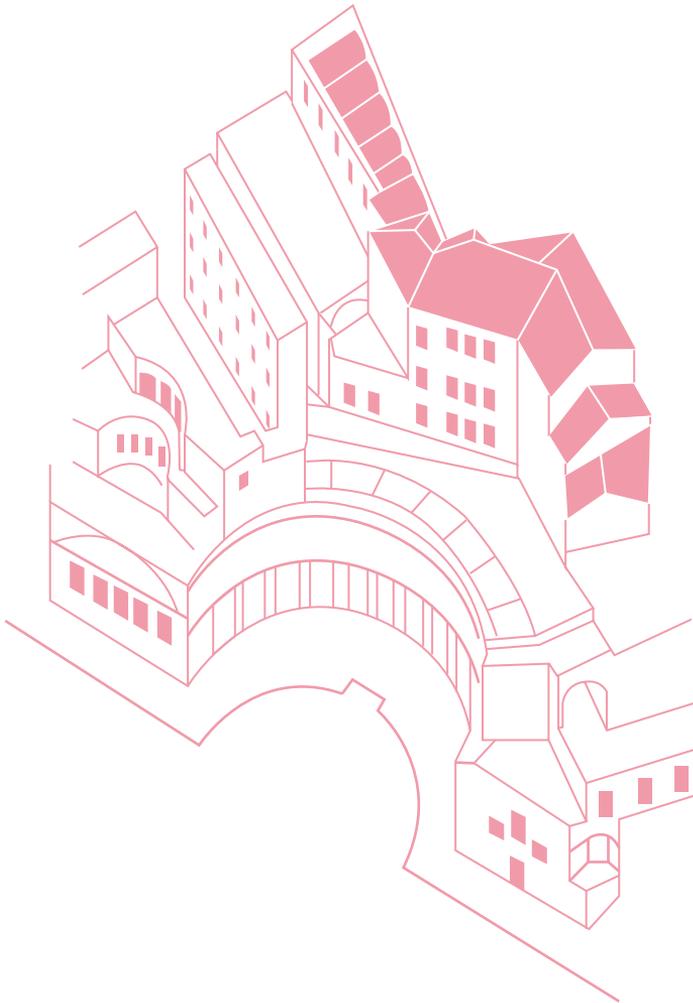
At first, located in the vicinity of the Acropolis, the area of commerce was relocated in the Agora, since that space began to exert exclusively religious importance.

Agora was not only dedicated to the commercialization of products of different natures. This ample open public space, surrounded by colonnades and political, administrative, and cultural build-

ings, was dedicated to gathering people par excellence and the various activities arising from this meeting. (Nucifora & Bear, 2012).

Once with an irregular plan, these spaces began to fit in the orthogonality of the urban layout, becoming increasingly impermeable, especially after the Roman influence, when all sides began to be built and the integration with the surroundings is lost, creating a space segregated from the urban environment. (Vargas, 2001).

The central open area was occupied by makeshift shops, stalls, and stands, while others, permanent, surrounded part of that space. With the increasing importance of the Agora, adjacent streets began to engage in trade, specializing in certain types of products. A phenomenon that will be seen again in the Middle Ages and will be established in the Renaissance. (Vargas, 2001).



**Fig. 1.3.** Market at Forum of Trajan, Rome, Italy  
Illustrated by the author

### **1.2.2. Macellum**

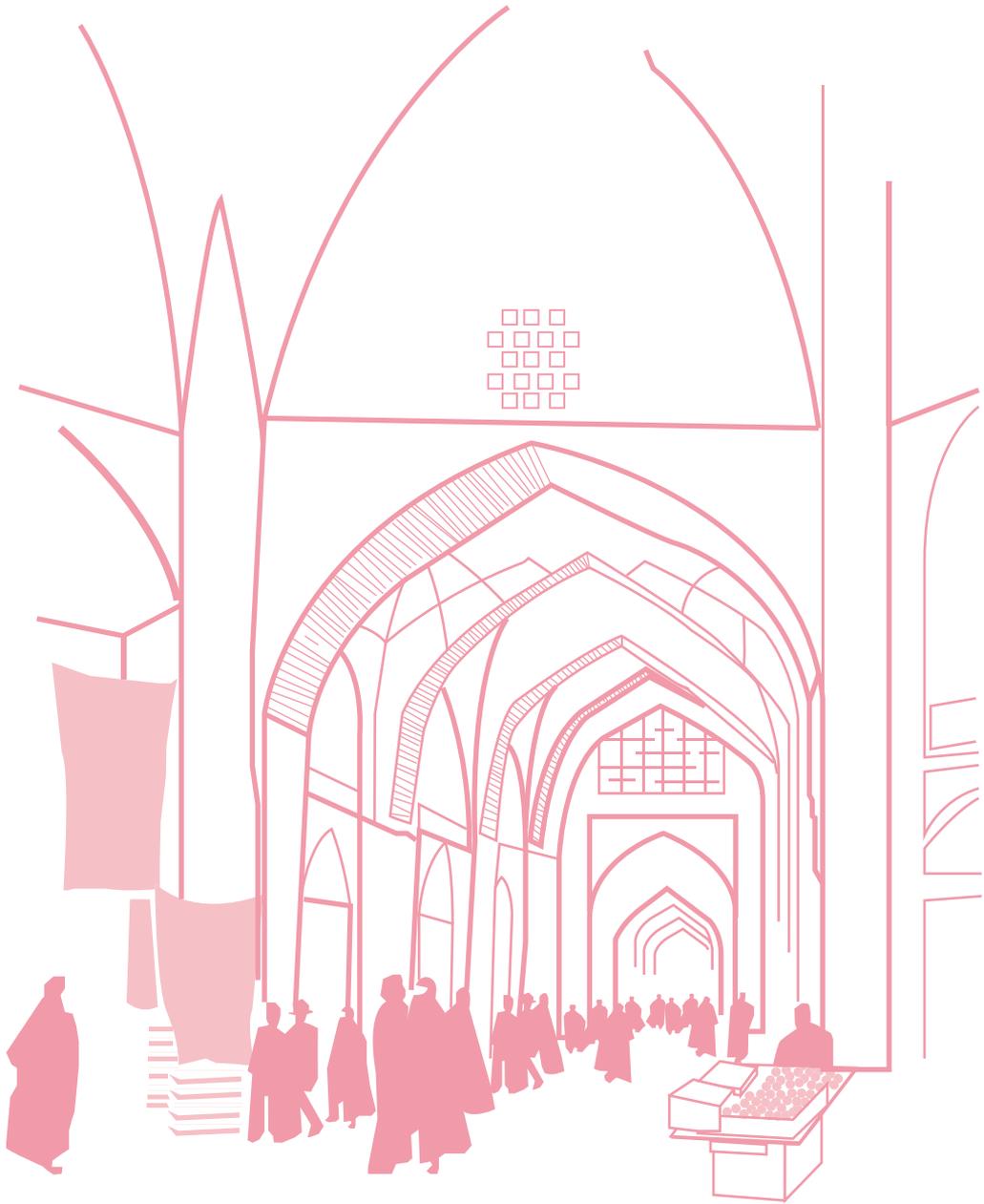
#### Exemple

As an example, we can mention the market located in the Trajan Forum, which stands out at the time for its shape. The complex structure, marked by the semicircle of the lower floors, comprised six levels dedicated to trading, mainly foodstuffs. The shops on the ground floor had a strong relationship with the urban surroundings. (Historia, 2019).

#### Context

The Romans to consolidate their domains, built cities, and inserted in the urban environment they constructed buildings dedicated to commerce. (Nucifora & Urso, 2012).

The idea of a building dedicated exclusively to the market is born due to several factors, such as the population increase of cities, the new construction techniques, the construction of roads, the valorization of the arts, and the accumulation of wealth. These and other factors allowed, for the first time, the construction not only of a building dedicated to the retail activity but which had aesthetic value.



**Fig. 1.4.** Khan El Khalili market, Cairo, Egypt  
Illustrated by the author

### 1.2.3. Street Food Market

#### Example

Although not in Europe, the Khan El-Khalili Market in Cairo is a highlight because of its ability of permanence thought centuries. This major street market located near important religious and civic city buildings has a labyrinthine setting marked by narrow streets and architectural vaults. With thousands of street vendors and permanent big and small shops, that expand themselves out to the street to take the attention of the buyers (PPS, 2019). The space of the bazaar is an invitation for all senses. Its consolidation as a permanent place allowed the city to become a relevant trading post (Weiss & Westermann, 1998). Even today it remains as the main commercial space within the city, offering the most different products. Western markets have been greatly influenced Arab peoples of the Middle East and from North Africa, and which subsequently influenced the configuration of the markets on the American continent (Vargas, 2001).

#### Context

In the medieval period in Europe, there was emptying of cities and escape to the

countryside where communication was limited. The markets did not have specific places within the urban agglomerations as a result of the lack of free space due to the delimitation of the urban area by the walls that protected them. This issue led to a disorderly occupation of urban space by temporary markets, sporadic and periodic, which occupied squares and narrow streets sporadically without any relation to adjacent buildings, due to the fact that the medieval building typology had no space and good lighting in its internal spaces (Nucifora & Urso, 2012).

The squares constituted in the Middle Ages the space of manifestation of public life, and those spaces made urban agglomeration become into a city (Vargas, 2001). In it, various functions happened and interacted, civic, religious, and commercial, a real symbiosis.

All kinds of products were traded together, but over time, because of hygiene and organizational issues, the streets began to specialize by product. Even today, it is possible to find in the old city streets or neighborhoods dedicated to selling a specific article.

The tradition of the street markets remains an essential space for commercial and social exchanges until today. This sporadic business allows the small merchant to meet directly with the buyer, having as an important point for their success their location in residential areas with a high concentration of people.

It tends to supply the resident population of the neighborhood where it is inserted, making people go to space on foot. The place gains new features in a short period of the day; stalls create corridors with a massive flow of buyers. After the end of the commercial activity, there are no remnants of the market, as if it had never happened.



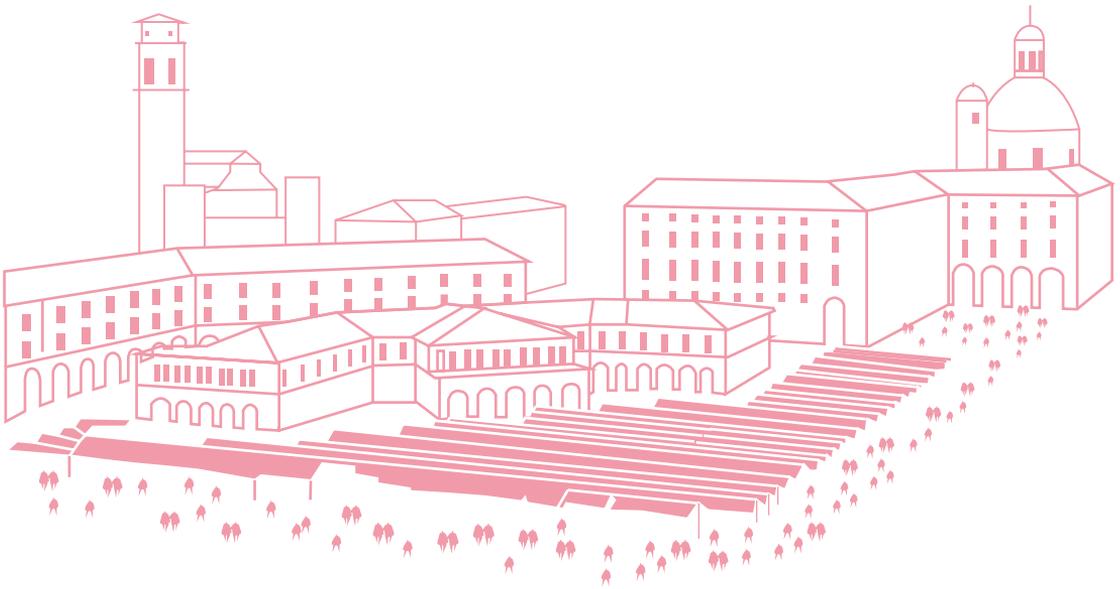


Fig. 1.5. Porta Palazzo market, Turin, Italy  
Illustrated by the author

#### 1.2.4. Market Squares

##### Example

Porta Palazzo is the largest open market in Europe. It consists of a set of pavilions, the Republic square that houses the periodical market, and a set of restaurants and permanent shops surrounding the square. The commercial importance of this space was due to being in one of the main areas of access to the city, the flow of people made the place be occupied spontaneously by business, and later several projects were put into practice to organize the commercial space, becoming a market square. (Braga, 2006).

##### Context

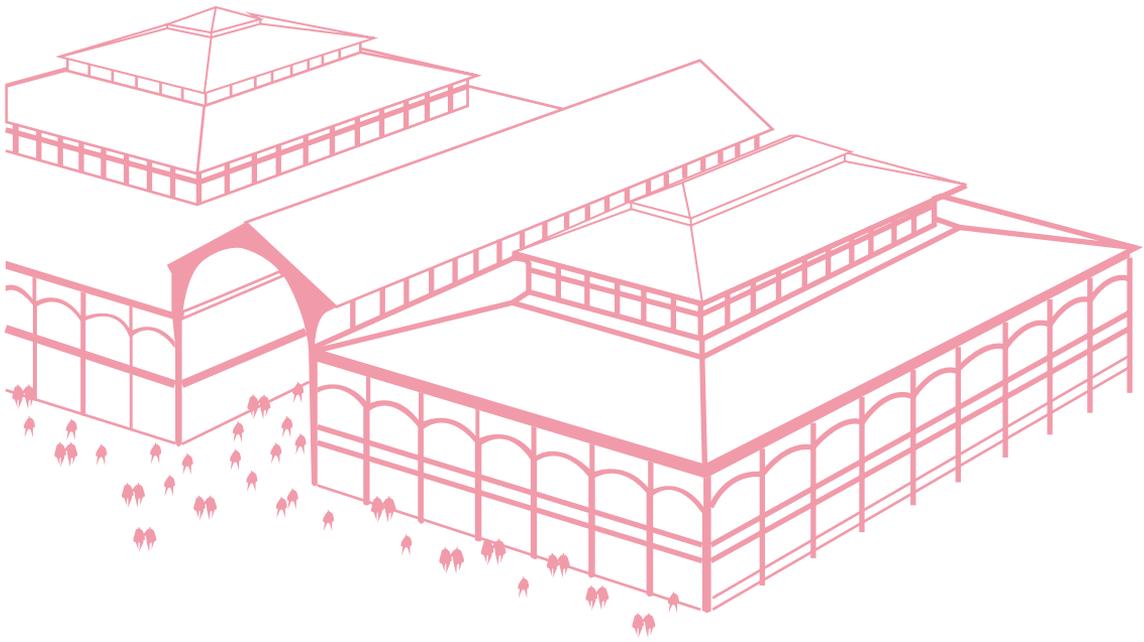
Already in the fifteenth century, with the growth of cities beyond walls, more spaces were available, and a better organization of functions in the urban fabric was possible.

According to Pintaudi (2006), commercial activity as a social function begins to increasingly acquire an economic role with the rise of the bourgeoisie. The combination of free urban space with a sufficiently large population led to the

development of the commercial activity and, consequently, the increase of importance of the merchant class.

As a result of the development of the commercial activity, squares began to appear in the urban fabric, dedicated to the market surrounded by a building typology that had its ground floor dedicated to the trade of specialized products (Nucifora & Urso, 2012). Fixed places for market activity emerged not only as centralization of supply but as a means of controlling traded goods and enforcing trade rules (Pintaudi, 2006). These market squares were a product of the design and not just organic elements derived from the composition of the urban fabric.

They are located, at first, in religious or civic squares, marked by churches and municipal buildings, respectively. The trade squares, according to Vargas (2001), did not have the need of the presence of a building, since to perform its commercial function, the square only needed to be placed in flow meeting areas.



**Fig. 1.6.** Les Halles, Paris, France  
Illustrated by the author

### 1.2.5. Market building

#### Example

Although Les Halles no longer exists, it has marked history for its grandiosity and for influencing the construction of market buildings in the same architectural base in many french cities. Twelve pavilions in glass and iron structure were built in an area where street markets were already taking place. The project envisaged promoting more control over the product sold, organizing trade by sectoring the sale of products by each pavilion, more efficiently meeting the needs of the growing population of the French capital of the nineteenth century.

#### Context

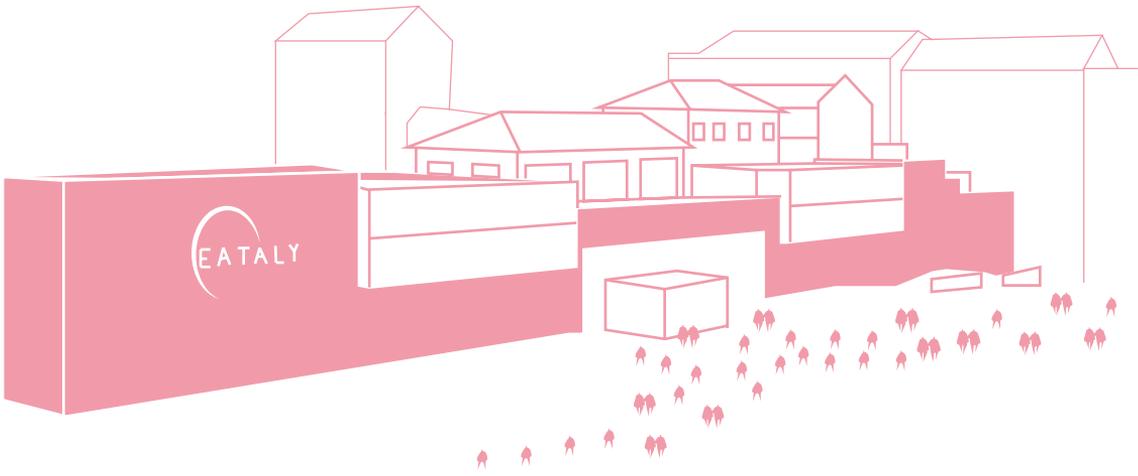
In the nineteenth century, with the Industrial Revolution, there was a significant change in urban land due to the advent of new technologies, the emergence of new currents of thought, and behavioral, social changes. As a result of the densification of cities and their uncontrolled growth, the food market receives new eyes, entering the new living current of the capitalist economy and becoming a new instrument of social conditioning (Nucifora & Urso, 2012). The construc-

tion of these buildings came to be seen as a new way of representing the economic power of the European rulers, who invested in the grandiosity of these buildings through the use of modern construction Technologies (Vargas, 2001).

More control over what was being sold and space optimization and rationalization were needed, so after hundreds of years, the building permanent market typology was again adopted (Nucifora & Urso, 2012).

The buildings, at first, sought to reproduce large open spaces inside like make market in the streets and squares. Then, sale boxes structures started to occupy the free space defining the internal flow of people.

Traditional retail markets began to focus more specifically on food products. The sale of other products, services, and entertainment have been catalyzed by the new architectural buildings, galleries, and commercial arcades, that influenced the emergence of shopping centers in the twentieth century. The retail markets will suffer a further drop in importance with the beginning of a new form of food sales in the next century: the super and hypermarkets.



**Fig. 1.7.** Eataly, Turin, Italy  
Illustrated by the author

### 1.2.6. Supermarkets

#### Example

Eataly, this Turin-based food market chain, has expanded to several cities in Italy and around the world, such as New York and Sao Paulo. With a configuration that refers to supermarkets, this space introduced other activities, such as restaurants and cafes, as well as indoor kiosks that refer to Italian street markets. The architecture of the space has the same identity regardless of the city in which it is located, creating a brand that is recognized for its Italian quality products worldwide (Bernardo Bertoldi, 2015). The internal space has great aesthetic appeal, inviting people to enjoy the services provided, as opposed to an external space that has little relationship with pedestrians, if compared to other forms of retail markets seen before, such as the bazaars.

#### Context

The commercial structure that existed until then in the large urban centers breaks with the creation of supermarkets, hypermarkets and shopping malls, which spread around the world mainly by

the influence of the United States (Pintaudi, 2006). An essentially public activity that had already been losing steam with the reproduction of galleries in the nineteenth and twentieth centuries, due to its strong scenic appeal, gains new molds, which further strengthened the private power by increasing the control of these institutions in supply the population.

According to Bauman, the tasks performed in these places are exclusively individual consumption; that is, the sensations are subjectively experienced. Different from the traditional collectivity trade experience.

These serial buildings, without architectural interest and often isolated in the urban fabric, began to serve a society that fled the urban centers in search of more modern and quiet areas in the suburbs, which led to greater adherence to individual transport and an emptying from the historic center of the cities (Pintaudi, 2006).



**Fig. 1.8.** Santa Caterina Market, Barcelona, Spain  
Illustrated by the author

### 1.2.7. Food Market in the contemporaneity

#### Example 1

Santa Caterina's food market was the result of the requalification of an old 19th-century market. The building is marked by a colorful, undulating roof that gives it an identity, becoming an architectural reference. Its front square allows the free flow of people and privileged view of the market, which is an important supply point of the residential neighborhood of which it is part and one of the most visited touristic places in the city (Santangelo & Giardiello, 2008).

#### Example 2

La Boqueria is highlighted because of its ability to remain for centuries, from the medieval period to the present day as an important supply center and one of the main known food markets in the world, always located in the gathering of a high flow of people.

At first, with a temporary structure outside the walls and in one of the city entrances, this space was incorporated by the growth of the urban network and grew in importance. Nowadays, it has a permanent structure on one of Barcelona's most famous pedestrian

streets, the Las Ramblas. (Boqueria, 2019).

Following the changes of the 21st century, this market has managed to make its influence overcome the barriers of the city itself, becoming an important point of international tourism. Not only famous because of products sell but for the experience that space provides though the activities and events that promote in an area with architectonic and identity value.

#### Context

Nowadays, this space has almost completely lost its essential supply function because, in addition to competing with large private supply networks, these locations must deal with the fastest and most practical means of purchasing products, allowed by new technologies. Does the market space belong to another social time? Will tradition as a tendency to be enough for the permanence and reproduction of these spaces?

The public food markets became a cultural identity. While in some cities, this association was made with the consequence changing of the structure and

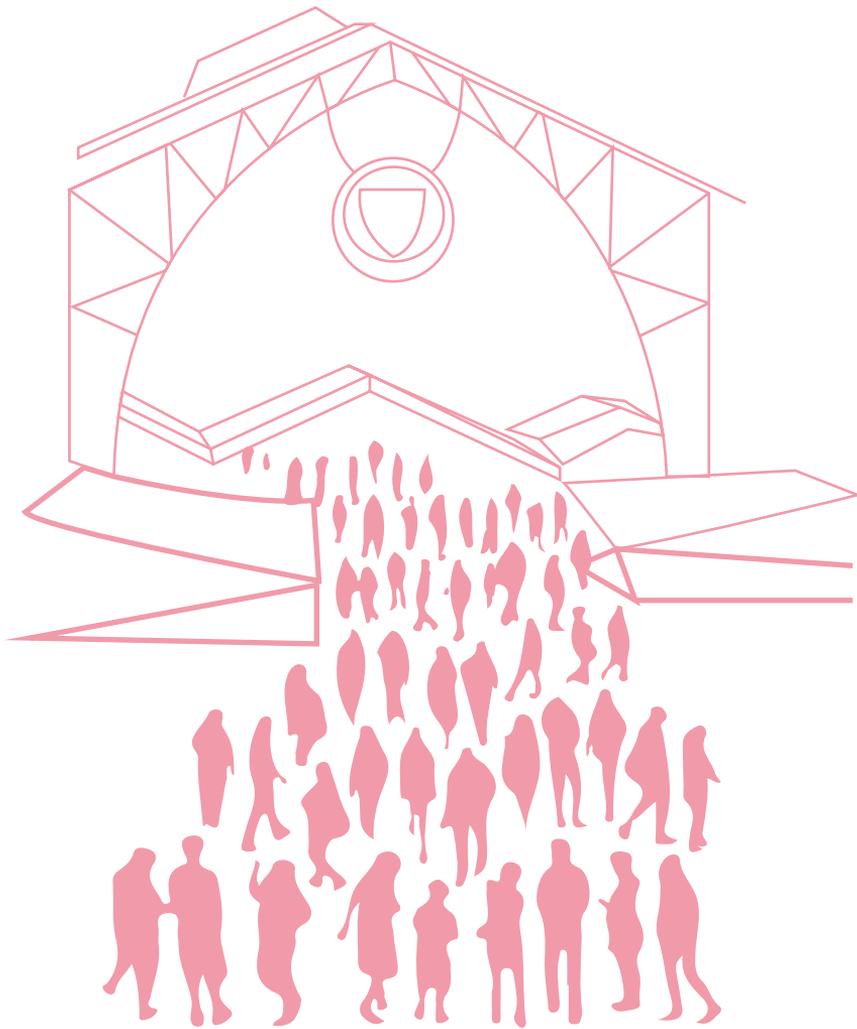


Fig. 1.9. La Boqueria, Barcelona, Spain  
Illustrated by the author

function of these spaces. In other cities, the public food market has disappeared from the urban landscape.

Cities that have succeeded in selling the space as an original and traditional place have managed to attract investment and thereby leverage their use by locals and tourists. Due to successful examples, like La Boqueria and Santa Caterina food markets in Barcelona, the proliferation of these spaces has become a worldwide trend by building major architectural masterpieces that mimic the typology of famous food markets in cosmopolitan cities such as Barcelona, Madrid, Lisbon, and São Paulo. Cities that are requalifying and reoccupation their central areas by young people who, unlike their parents, who fled these areas, seek a higher dynamic of activities and mobility. (Pintaúdi, 2006).

The city and its spaces have become a product to be sold, and for a food market to be able to compete with the various forms of access to food, it must offer more than good products.

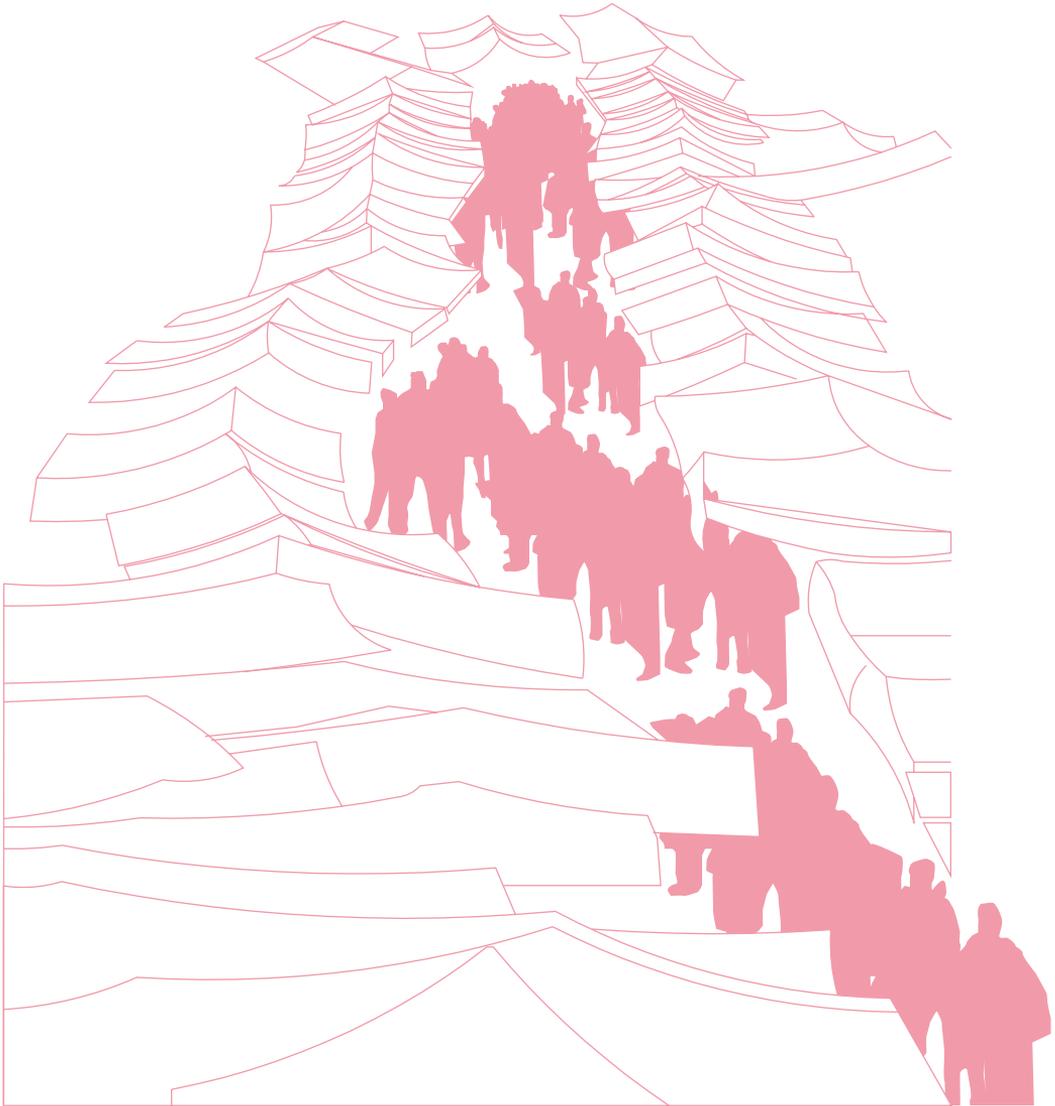
For a person to leave home, there are influencing factors that go beyond the product itself, such as the quality of the space and its ability to become known through social media. That requires an environment that pleases an influential

class of people aligned with world trends without losing identity, whether false or not. According to Meo (2015), these new stimuli resulted in the birth of the “market of experience”.

Experience has turned the new product into a world where everything is solved with one click. Time is overvalued because it requires money. People are looking for something beyond the product itself.

Experience is much harder to be sell because it depends more than the quality of the product, so it needs to be designed, imagined, and deployed (Meo, 2015). The places that can perpetuate themselves are those that sell quality time; that is, time and money spent on self-gratification and food are one of the most guaranteed self-gratifications.

Choosing a place goes beyond the quality of the food, depends on the space, how the attendants behave, the group of people who frequent it, the type of music played, and how “trendy” the place is on social networks (Boy & Uitermark, 2017). To compete is requires originality, but keeping in mind world trends, adapting them to the local public, this way, the feedbacks are more positives and consistent with the culture and the local reality.



**Fig. 1.10.** Street sporadic food market  
Illustrated by the author

### 1.3. Food Markets in Brazil

Despite the record of commercial trade, considering just post-Portuguese occupation in the territory that today constitutes Brazil, is more recent than the European, this activity has always been rooted in the history of the country. The territory was occupied with the main intention of promoting overseas trade, and as a consequence, all the formation of the territory was, at first, shaped for that purpose.

The ports of the coastal cities were places marked almost daily by all kinds of commerce, both locally and especially internationally, with the growth of the urban fabric, others food street market appeared inside the cities.

In the late eighteenth century, mainly due to agriculture and mining activity, more urban agglomerations appeared inside the territory, which promoted the emergence of spaces used to commercial activity in the central areas of the villages (streets and squares). These spaces had an importance that went beyond the monetary issue: they were places where information exchanges took place, such as the news from the main cities located on the coast.

Other several cities were born from retail markets located thorough the roads that connected the countryside cities to the main ones on the coast. Such as Campina Grande, in the State of Paraíba, and Feira de Sant'Anna, in the State of Bahia.



Fig. 1.11. Saara street market, Rio de Janeiro, Brazil  
Illustrated by the author

### 1.3.1. Street Market

#### Example

The Saara market, located in Rio de Janeiro city center, is one of the largest retail shopping streets in the world, selling all kinds of products, either in stores along the pedestrian street or by stalls. Its permanence overtime was due to the low prices and the existence of traditional family stores, which allow those social relations over the years to be as important as the product itself.

#### Context

After the establishment of the Portuguese court in Rio de Janeiro in the early nineteenth century, a more significant European influence was seen in urban and architecture projects.

This influence was accentuated, in the late nineteenth and early twentieth centuries, by the ideals of French hygienist urbanism put into practice in the large Brazilian cities. That towns increase population due to some factors: the expressive migratory movement of countries like Portugal, Italy, Germany, Japan, Siria, Libano, among others; the rural exodus due to the end of slavery; the lack of

infrastructure and drought in the countryside and the rising birth rates. (Ramos, 2019).

It is noteworthy that this new foreign population that settled in Brazil settled mainly in rural areas, either replacing the slave labor or in the production of a family farm. Nowadays, several of the small farmers are descendants of these immigrants, mainly from Europeans and Japanese. The Syrian and Lebanese, who mainly devoted themselves to the tertiary sector, introducing a way of negotiating from the Arab bazaars, which is still felt at various traditional markets, such as the Saara market in Rio de Janeiro, a market that was created by these foreign traders.

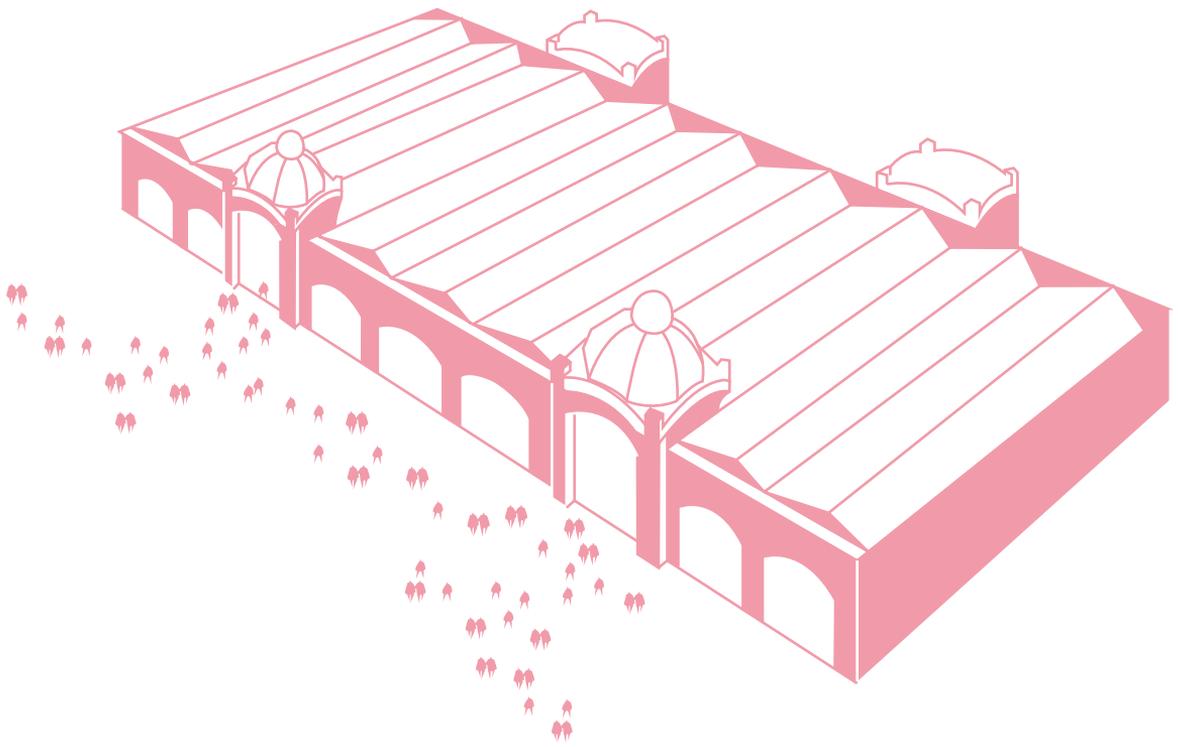


Fig. 1.12. Sao Paulo Municipal Market, Sao Paulo, Brazil  
Illustrated by the author

### 1.3.2. Municipal Markets

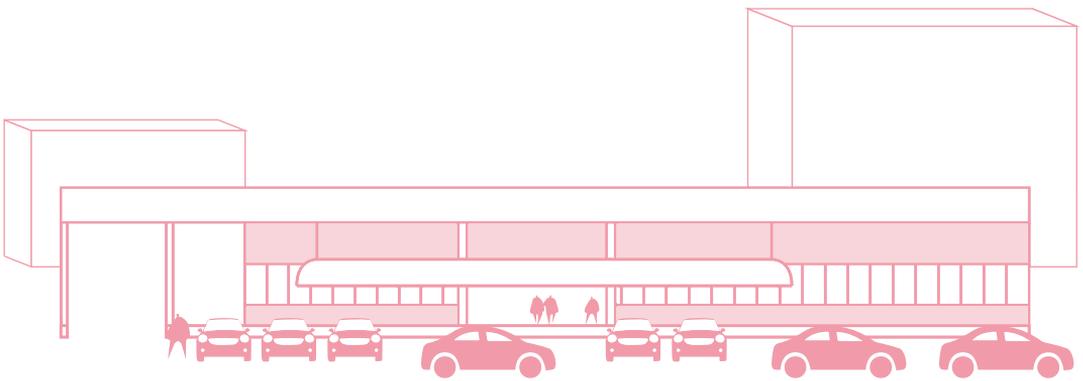
#### Example

With a sizeable horizontal space, São Paulo Municipal Market is a market building with side towers, in European-style, housing small sales boxes (Douglas Murilha, 2019). Many of the old merchants, because of the quality of their products, have stores in other parts of the city, however, keep their initial establishments in the market, more for the sake of sentimental value for the place, which promotes neighborhood relations, than for profit. This emotional value has enabled the market to survive to the present day, which has a strong relationship with customers by providing quality traditional food and cooking at a fair price.

Nowadays, it is visited not only by the population of the city, but it has also become part of the city identity and one of the main places to visit as a tourist.

#### Context

Big cities emerged in the 20th century, such as Sao Paulo, Rio de Janeiro, Belo Horizonte, Salvador, among others. They needed better control of the food supply. Thus, building markets were built in European molds, in the country were named Municipal Markets is one of the most representative of the Municipal Market of São Paulo.



**Fig. 1.13.** Supermarket, Brasília, Brazil  
Illustrated by the author

### 1.3.3. Supermarkets

#### Example

An example here was not specifically chosen because of architectural generality regardless of geographical location. The figure shows an example of a supermarket in Brasilia. The large warehouse stands out in the urban environment for its dimensions and its lack of relationship with the urban environment.

#### Context

In the 80s, these large cities began to deindustrialize, and the focus became the tertiary sector. This phenomenon, together with the strong United States influence, led to a proliferation of shopping malls, super and hypermarkets. According to Vargas (2001), the emergence of these large spaces for purchase and the loss of importance of the traditional markets caused significant changes in urban areas.

“it has little or no relation to the rhythm and content of daily life that flows outside the gates” (Bauman, 1999).

The widespread use of the automobile in the country, together with the insecurities of public spaces, led people to increasingly use these non-places, creating new centralities by bringing together a variety of activities and services, like little cities. In Brazil, those spaces are inserted in the urban fabric, not just in peripheral areas, but at the same time separated from it through the vast parking lots and blind facades.

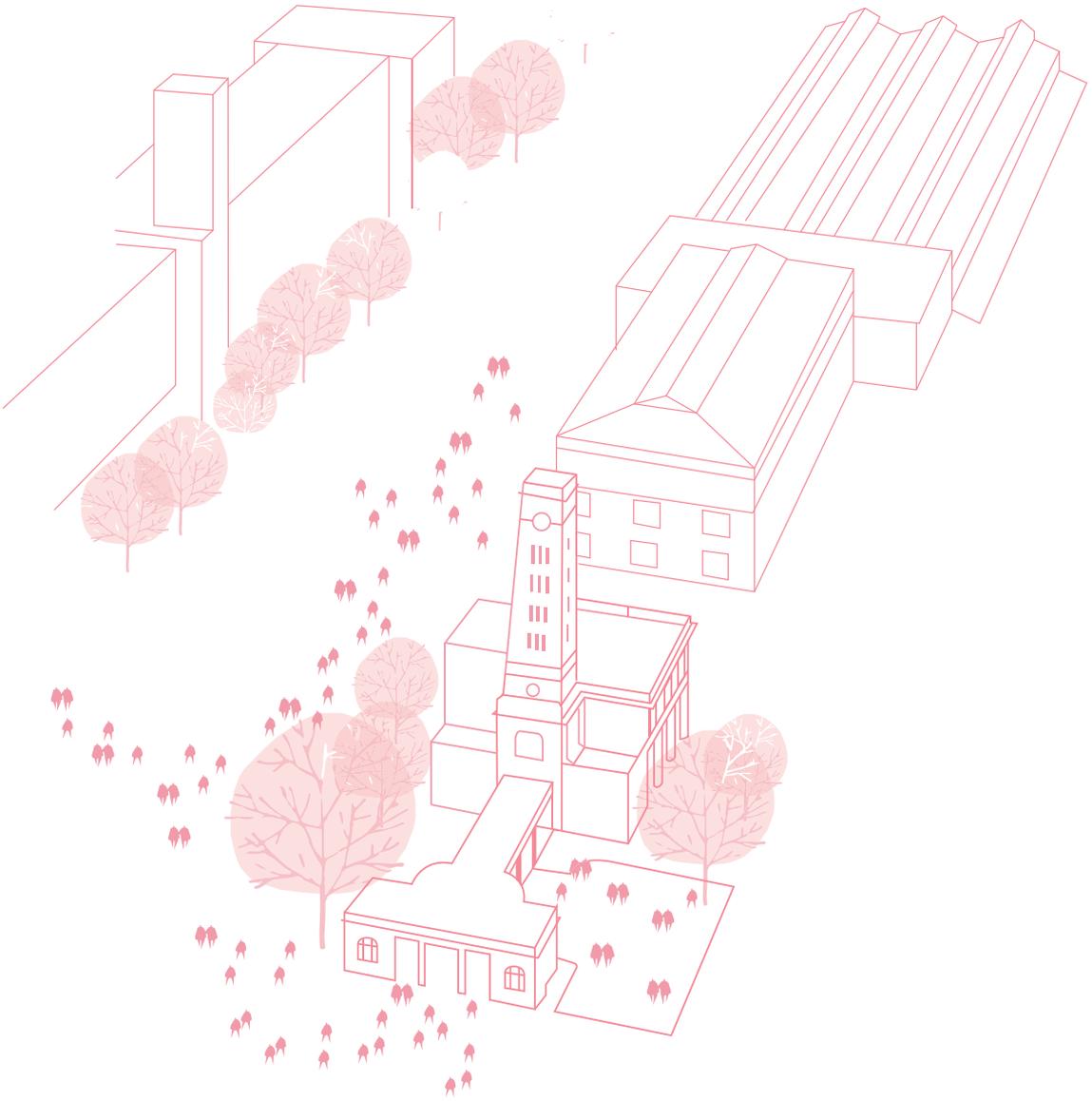


Fig. 1.14. Touring club market, Rio de Janeiro, Brazil  
Illustrated by the author

### 1.3.4. Food Markets in the contemporaneity

#### Example

Following international trends in upgrading existing buildings to house food markets, the Touring Club, a neoclassical building, will be requalified to house a food market. The place will house restaurants, snack bars, traditional food kiosks and stalls, as well as other complementary activities like show area and tattoo studios. This project makes part of a major refurbishment of the port located in the central area of the city, “Porto Maravilha.”

#### Context

Contemporary markets survive in Brazil, mainly in small cities where the major food supply brands have not yet arrived. In these cities, the traditional food markets remain the main supply warehouse and where several of the inhabitants promote their livelihoods.

These are spaces where the reproduction of social relations and practices occur: the construction of community values; the formation, at the same time, meeting of different social groups; manifestations of meeting of families from different rural communities

(which can often only be seen on fair days); socializing among retired rural workers; exchanges of products without middlemen, business life structured on a sense of mutual help (rather than competition).

However, in contemporary times, major international and national retail brands proliferated, mini, super and hypermarkets mark the urban fabric as non-places, and in some cities, the culture of going to traditional food markets has been disappearing.

Based on international trends, we can see a new look from society and of the real estate sector for the city center. The requalification and rescue of these traditional environments have been seeking, as is seen in Rio de Janeiro.

## 1.4. Food Markets as a social place

This journey through some food markets configurations shows the capacity that this activity had to adapt to remain contemporary, in a time where the metamorphosis should be constant.

However, the question still stands: why do some markets remain? There is something that goes beyond physical aesthetics values, and despite the metamorphoses that these places have suffered in their form, they remain a meeting place.

The traditional food market has its most significant importance in communication between people. Communication without physical and technological barriers, this is a face-to-face conversation, in a set of screams and gossip. It is an environment of untold stories, a situation where one can see a closer relationship between the end product and its origin in the field.

If we look at the market from its economic conception of commodity exchange, we see that it is a space dictated by a set of economic rules and behaviors oriented to the regulation of the circulation of products. But these rules and practices were created over time from social relationships. Exchange is, then, a

socioeconomic relationship that happens in a given space, in a given society, and at a given historical moment.

From a sociological conception, the public food market is valuable space, throughout history, for the production of social practices, where the voices of ordinary people are heard, resulting in the production of languages, signs, and symbols characteristic of each commercial area. To be understood and deciphered, it is necessary for the physical experience of space, leading to the formation of the idea of place.

Place, unlike the idea of space, cannot be detached from its social value. It is through which subjectivity forms the collectivity, where individual thoughts build common perceptions, and collective relations are born from social dynamics present in a specific space (Bossé, 2004). The difference between space and place occurs from the moment he becomes involved in sociability, leading to the creation of a sense of belonging on the part of people (Servilha & Doula, 2009).

According to Geertz (1979), the market houses three fundamental aspects: its physical form, its social form, and its

dynamics. The metamorphosis of the physical form of the market, function, and structure is also accompanied and influenced by changes or consolidation of social behaviors that influence the dynamics and flow of this activity.

Because it is not only the sale of food that the markets live, they host various economic, community, religious, family and social activities that interact and, ranging from the stage for the presentation of artists, or political propaganda space through the circulation of products, services, ideas and words through direct contact. The word is the most important symbology in this sociocultural universe because through it occurs the communication, the convincing, and the sale of the exposed items through their profusion in the crowd.

This social part is what makes the big difference between modern means of buying and selling and markets. While markets allow this profusion of social activities, hypermarkets and supermarkets have only one function: to buy products quickly and efficiently, without noise, agitation, bargains, without the simplicity and transparency of exchanges,

constituting spaces, no places.

In an age where socialization is becoming increasingly scarce, and communication takes place much more through technological screens, these physical spaces have again become points of attention, an alternative to the coldness of the “temples of consumption” (Bauman, 1999). Perhaps it is a search, a reunion with the social part that we have lost a little, but which we need and are seeking through the reinvention of these spaces for new contemporary issues while maintaining a footing in the tradition that has kept them alive and working to this day.



**CHAPTER 2**

**A MATTER OF IMAGE: PROMOTION  
OF FOOD MARKETS IN THE CITY**



Fig. 2.1. Influence of private and public entities in the city  
Illustrated by the author

This chapter presents a new way of thinking, expanding our gaze to see the built environment not only as an isolated object but as part of a more complex whole. Based on Keller Easterling's book: *Extrastatecraft*, urban infrastructure is treated as the materialization of many intentions of private and public entities that ultimately, directly and indirectly, influence how people experience the city. Furthermore, how forms of influence have changed in parallel with the advent of new communication technologies.

Throughout the chapter is presented the concept of place branding, that would be a way to promote in the urban fabric in a punctual manner places that end up influencing the overview we have about a city, which seek to enter the pattern of cosmopolitan cities and attract investment and tourism. This new form of marketing uses social networking as a multiplier of its intentions.



**Fig. 2.2.** Architecture globalization  
Illustrated by the author

## **2.1. Architecture and the globalization of food experience**

We are living in an era where similar buildings are replicated around the world, multiplied through the label of international boutique architecture to attract international investment (Easterling, 2014).

Create a design is not enough. It must be spread, that is, it must transmit a message through text or images, and the message is only effective when it occurs on a large scale, taking advantage of information transmission strategies. Nowadays, the most influential information exchange platform is the internet, with smartphones being the medium used to access it.

These small machines with access to broadband have high power, social networks, for example, influence our lives daily, whether transmitting false or real information that may have national or even global reach. To understand the reach of the cell phone, it reached even the urban infrastructure itself. Internet works as ways that allow us to reach distant places, much faster, and without the need for physical displacement, which changed our form to experience the city (Easterling, 2014).

When we change our way of thinking, expanding our gaze to see the constructed environment not only as an isolated object but as being part of a much more complex whole, we see how interpersonal communication, in its different forms, is one of the most efficient tools of influence nowadays.

## 2.2. The space of food trade

If we take this phenomenon to the food markets, we see that they are targets of this new way of seeing the city. Those who have not been abandoned have been changed in their role as fertile ground for applying the new rules on the shopping experience, focused on a more affluent public who cares about the place, a friendly environment, surrounded by the idea of the traditional.

We can cite a number of reasons for the decline in the importance of traditional markets: the increasing competitiveness of supermarket and hypermarket chains that have been deploying smaller, more accessible versions to customers, the ease and variety of online shopping that offer goods without have to leave home, high expectations of shoppers who have begun to look for a shopping experience that compares aesthetically with that found in shopping malls, the lack of attention given to these spaces by local authorities who neglect their importance in urban network and end up leaving these environments without maintenance, difficulty adapting to new requirements quickly and the growth of the specialized and gourmet niche that has been occupy-

ing more and more space, selling expensive products that serve consumers with greater purchasing power (Gonzalez & Waley, 2013).

Considering that this phenomenon is supported not only by consumption related to social changes but by local governments, aligned with a neoliberal urbanism policy based in the private capital that sees in these international trends financial opportunities, the narrative of traditional requalifying environments should be considered very carefully for do not occur the gentrification of the retail markets which have in their essence the selling of low-priced products to the general population, especially those with low purchasing power. This way, the food markets should not become just another playground for tourists and wealthier classes seeking consumption of exclusive products and souvenirs in authentic and alternative environments.

We see that those who have not turned into gourmet and tourist markets are often left as blind spots in the city by the authorities, not standing out in the media.

“Few people in the regeneration or development worlds have any direct experience of markets” (Nicholson, 2019)

The idea among new generations is that food markets should be modernized as well as other urban facilities, often thought of as unsafe environments. However, the result of renovations can be the increase in the price of the sales boxes, which may lead to the abandonment of them by the merchant, showing the fragility of this activity that is based on small and medium producers (Gonzalez & Waley, 2013).

Thus, new forms of markets are emerging: slow food, hipster markets, and farm markets, which are specialized trade-in products. They rely on the traditional market idea through its spatial configuration but using active aesthetic elements to put themselves on social media. When they brand these places, they are able to attract a younger and socio-economic audience with high purchasing power.

This new audience moves away from the idea of doing traditional marketing. An essentially public form of daily sup-

ply has entered in the capitalist logic. People go to these spaces more for the experience of exploring the place, an occasional destination, than for the necessity of buying the product.

## 2.3. Place branding and the media

When we talk about place branding, we are talking about the mental associations that people have about a place in question, whether they are real or not (Vanolo, 2017). These associations create imaginary places fueled by information spread by governments, significant private agents, and nowadays by major influencers of social networks.

According to (Baudrillard, 1994), we are living in a cultural age populated by “simulacra” that are images or things that have a life of their own, apparently without a direct relation in reality. People tend to have a picture that is considered realistic by them, even if they have never been physically in the place.

Thanks to globalization and the development of the media, we have created stereotypes about places, which directly influences our desire to know them. By creating real consequences, such as the probability of increased tourism, urban imagery is an essential tool of market policy and strategy: production of an image, construction of identity, marketing strategies, seeking credibility, recognition, and individuality.

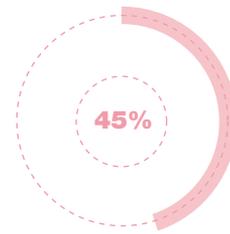
According to Boy & Uitermark (2017), the complexity of this phenomenon lies precisely in its social part. By giving visibility to some places to the detriment of others, a selective and conscious action ends up leaving invisible places, usually peripheral and excluding the part of the population that does not have the means to enjoy trendy places.

Place branding produces consequences that go beyond the target audience. Secondly, messages will be interpreted subjectively by each individual, generating reactions and feedbacks different from those expected. Lastly, there are social media platforms where individuals can influence how the messages created by large companies and governments will be received by the public (Vanolo, 2017).

Influencers are within a new group of professionals who constitute a new force of the economy. This group of people, called the creative class, consisting primarily of artists, scientists, analysts, business managers, and opinion makers, tend to worry about the quality, originality, and tolerance of the places they promote (Boy & Uitermark, 2017). Because

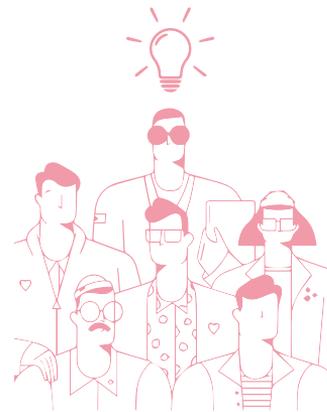
they are directly linked to the image development of a place or city, the people involved in urban planning and building new places should keep in mind how to motivate these new social networking professionals that use especially Instagram as their primary tools for influence.

According to surveys, 45% of communications managers already use Instagram as a market strategy (Acuti, Mazzoli, Donvito, & Chan, 2018, p. 191), using significant influencers as a means to reach consumers. Also, its management implications are already being studied, that is, using the information gathered by this social media as product information for the different decision-makers: local government authorities, prominent brand managers and individuals (visitors, citizens, and investors) (Acuti, Mazzoli, Donvito, & Chan, 2018).



**Fig. 2.3.** Use of Instagram as marketing strategy by manages.

Illustrated by the author, reconstructed upon Acuti, Mazoli, Donvito & Chan (2018)



**Fig. 2.4.** Creative class (Influencers)

Illustrated by the author



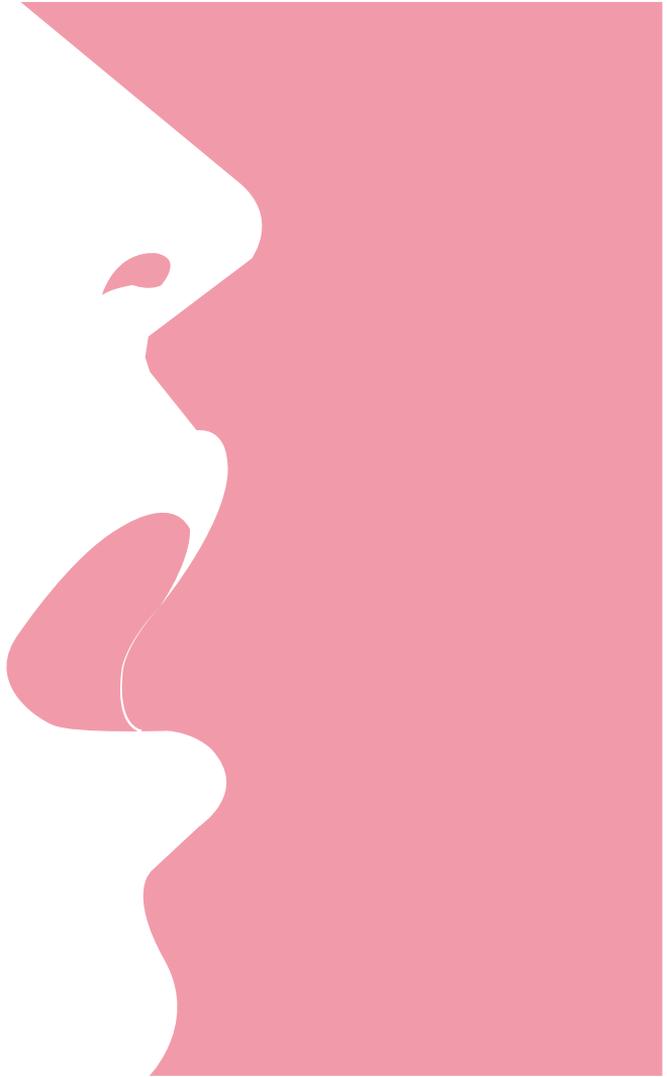
**Fig. 2.5.** Social networking as a tool of urban experience

Illustrated by the author



**CHAPTER 3**

**COMMUNICATION: EXPERIENCE THE  
CITY THROUGH SOCIAL NETWORKS**

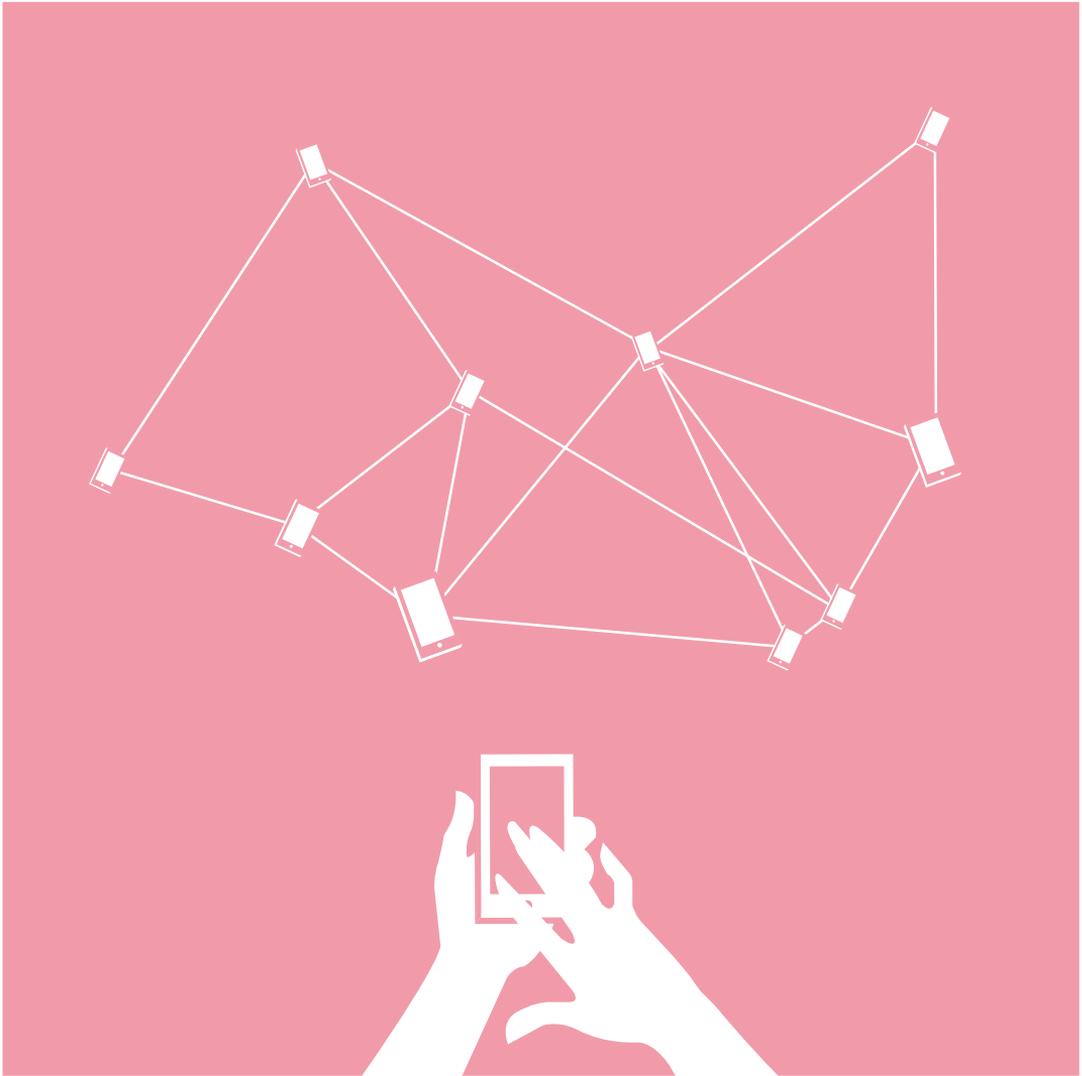


**Fig. 3.1.** Communication  
Illustrated by the author

Continuing the previous chapter, this part of the research highlights communication by showing how key players and the media had changed with technological advances, leading to a communication revolution at the end of the twentieth century with the advent of social networks and the enhancement of these platforms in the early 21st century with the advent of smartphones, when communication became constant.

Restricting research, Instagram was chosen as the central platform for study because of its peculiar characteristics, a social network that comes with excellent adhesion, and that has a chain of influence and movement of economy in intense growth. However, the main point of choosing this social media is because it leads people to leave home, increasingly inducing the way we experience the city. Through the influence of ordinary individuals, people tend to go in one place over less photographable ones, generating real consequences in the urban environment, which eventually potentiates the phenomenon of place branding in the cities.

Finally, it is posed how food and food markets fit into this logic of communication and how it is becoming increasingly Instagram places.



**Fig. 3.2.** Perpetual connectivity  
Illustrated by the author

### 3.1. Perpetual connectivity

Interpersonal communication is one of the most fundamental human capacities. It is the process through which we interact socially and demonstrate our impressions about reality by exchanging information (experiences, ideas, uncertainties, solutions, feelings). The themes discussed generate answers that can influence directly or indirectly the reality, be it local or worldwide.

“The key feature of wireless communication is not mobility but perpetual connectivity” (Castells, 2011, p. 78).

The communication between individuals showed a significant leap only at the end of the last century. It went from the conversation with a friend and the people in the neighborhood, a communication restricted to a group and a period of time, for an instant and continuous communication that initially occurred through text messages and cell phone conversations to arrive at the advent of the internet, when information sharing began among people from different parts of the world.

The emergence of the internet generated cultural reflexes that led to the development of the image as a universal language, mainly through social media. However, it was from the moment that mobile phones started to have access to broadband, with the creation of smartphones, that the influence of social media increased in an unimaginable way to reach a larger group of people. Mobile broadband made possible continuous access to information through perpetual connectivity.



**Fig. 3.3.** Use of Instagram in the city  
Illustrated by the author

### 3.2. Instagram and the urban

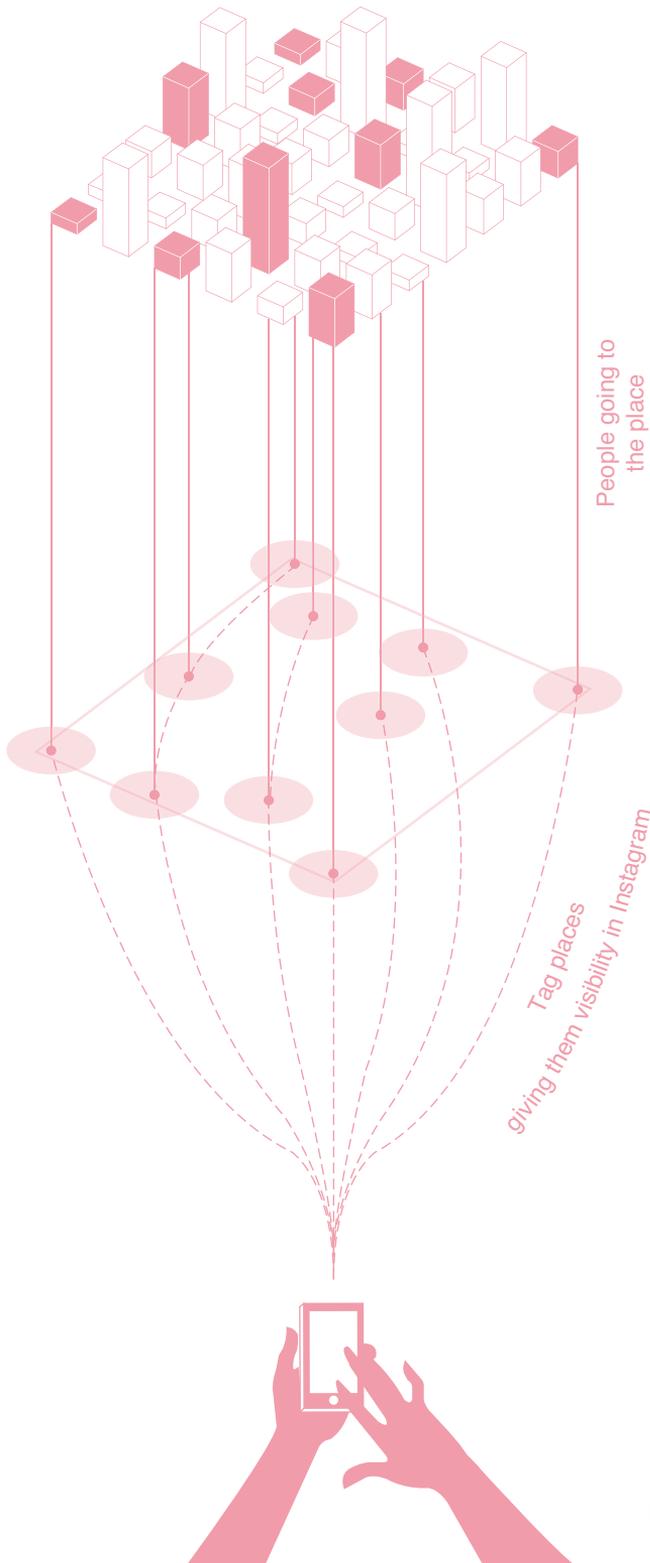
Post, like, hashtag, words that have become part of the daily vocabulary, actions that have emerged as mere ways of sharing daily experiences have become influential. Through the use of images and few words, Instagram is able to share information quickly and accurately, in a world where speed and efficiency are demanded daily, where time is money and where the new is new only for a short period of time. Instagram has managed to catalyze people's attention more and more, being considered by many as a source of information that is more reliable than traditional ones because they are shared by individuals, ordinary people, and not transmitted by the traditional mass ways of communication.

Individual communication has never been stronger. Instagram has ceased to be a banal tool of social media to become an information multiplier. However, we can not be naive, it occurs selectively, and only a small portion of the users can have a vast range of influence. The characteristics of the people with the most considerable influence on Instagram are different from traditional media and even from other social networks. The leading

influencers are young people about 24 years of age or younger, with good socioeconomic conditions, with greater visibility for women, and most work in creative areas (fashion, marketing, and entertainment) that tend to use the platform as an extension of professional life (Boy & Uitermark, 2017).

These characteristics influence the content that appears in the feed and which images will receive more likes and comments. It works in dramatic terms, that is, what is considered beautiful will receive more attention.

These aesthetic norms dictate how individuals use the platform, and urban spaces do not escape this imagery. They are usually represented as being more glamorous than in reality, since this form of selective communication takes the view of the city as a whole from small parts, hot spots, experienced only by a select group of people, which aggravates social gentrification, since the visibility of spaces located in poorer areas, usually more distant from the centers, can not compete aesthetically with the wealthier central areas (Boy & Uitermark, 2017).



**Physical space - city**

- Hot spots
- Cold shoulders

the influence of the Instagram creates hot spots and cold should in the physical space

**Virtual space - Instagram**



**Followers**

images on Instagram attract followers to go to a place, imitating the influencer

**Subject - Influencer**

post photos and tag places on Instagram

**Fig. 3.4.** The flow of Instagram influence  
Illustrated by the author

Hot spots<sup>1</sup> and Cold should<sup>2</sup> are ways to simplify the influence of Instagram in the urban space that considers the city divided between these two parts: The first, are the places that are cool, authentic, aesthetically beautiful and therefore receive several tags, and the second part are the places among the hot spots that have not been promoted efficiently in Instagram (Boy & Uitermark, 2017).

Tag is one of Instagram the most important tools for promoting a specific place within the city. The tags are keywords, which are used as a classifier, organizing the contents on the web. By hashtags words on Instagram, it redirects the user to photos that have used the same tag or related tags. When central influencers of groups of people with the same interests as travel, tag a space, they end up creating a sort of catalog of hot spots within the city, which leads followers to want to visit those places in particular, because they look cool and because the photos posted are more susceptible to receive likes.

From the moment these major influencers came to have a global reach, this segmentation into groups generated a stratification and homogenization of trends in cities, no longer just related to the urban fabric and cultural issues. Globalization has aggravated competition between cities, but although all are seeking identity to assert themselves as unique spaces, they tend to fall into trends because they are lighthouses for investment, attracting tourism and money.

1. Hot spots are selective places in the city chosen by users of the social media platform, that stand out because of the use of images to brand themselves as a nice and exclusive place to experience (Boy & Uitermark, 2017).

2. Cold shoulders are the places between the hot spots that did not have success in promoting themselves in the media, getting invisible and unknown in the virtual space, and consequently affects their success as physical space (Boy & Uitermark, 2017).

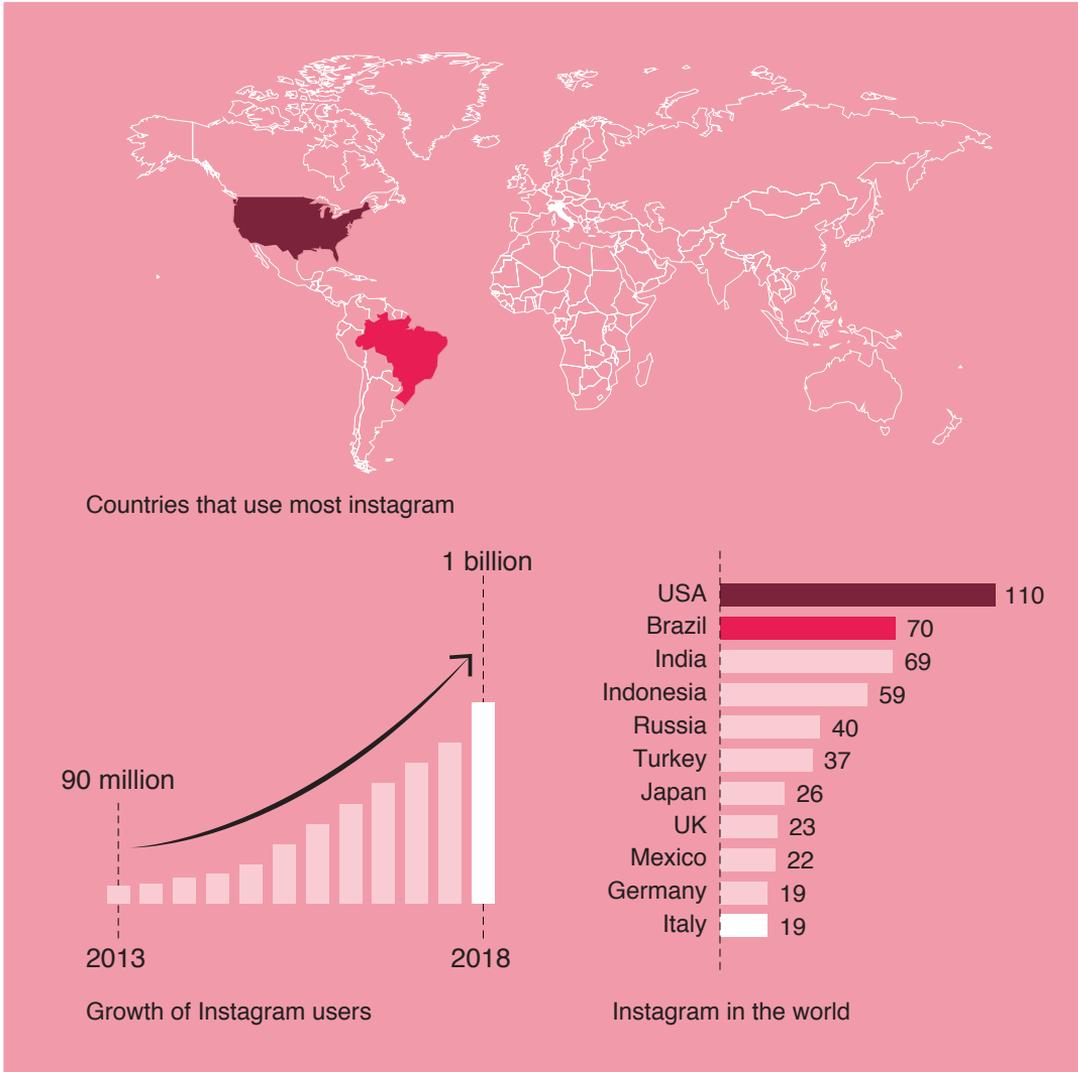


Fig. 3.5. Graphs about Instagram in the world stage illustrated by the author, reconstructed upon Clement, J. (2019)

### 3.3. Instagram on the world stage

Instagram has more than 1 billion users, despite being behind other social networks like Facebook, this platform has more relevant growth rates. Its popularity and consequent growth became more evident in 2012 with the availability of the Android mobile app, previously only available for iOS, reaching a larger group of people. (Marwick, 2015).

Unlike Facebook, which contains a rigid interface, Instagram allows users more freedom to access and represent their profiles through a variety of available techniques. Besides, it contributes to the increase of the use of images instead of texts, since they can convey an idea or intention more quickly and directly, images are the main form of expression of users identity.

Brazil is the second country with the biggest number of accounts, behind only the United States, the original country of the application created in 2010. In Europe, the United Kingdom appears first, and Italy occupies the third position. (D`Angelo, 2019).

Instagram is the second most popular social network in Brazil, just behind Facebook, following the world trend. 1

in 4 internet users considers the platform as their favorite social network, with this preference being higher among young people and women. (D`Angelo, 2019).

Also, as it is a platform that encourages posting photos and videos, stories, immediately, following the routine of people, it is accessed several times throughout the day.

Because of this popularity, more companies are creating Instagram profiles and using influencers, with paid partnerships and brand sponsorship. Approximately 83% of Brazilian Instagram users follow a company or brand, and about 47% have already purchased something due to social marketing. (D`Angelo, 2019).

In terms of internet usage in Brazil, Brasilia is the federation unit that has the highest connectivity rates. About 85.3% of the population is connected; mobile phones appear as the primary means of access, especially among lower-income social groups. (IBGE, PNAD, 2019).

Another data is the relationship between age and income with access to the network. 97% of the population of Brasilia between the ages of 20 and 24 use the internet, and people with higher

#instagram #followme #style #follow #instadaily #travel #life #cute #fitness #nature #beauty #girl #fun #photo #amazing #likeforlike #instalike #Selfie #smile #me #lifestyle #model #follow4follow #music #friends #motivation #like **#food** #inspiration #Repost #summer #design #makeup #TBT #followforfollow #ootd #Family #I4I #cool #igers #TagsForLikes #hair #instamood #sun #vsco #fit #beach #photographer #gym #artist #girls #vscocam #autumn #pretty #luxury #instapic #black #sunset #funny #sky #blogger #hot #healthy #work #bestoftheday #workout #f4f#nofilter #london #goals

**Fig. 3.6.** Most popular Instagram hashtags  
Illustrated by the author reconstructed upon Marketing, I (2019)

incomes also tend to be more connected. (IBGE, PNAD, 2019).

Another surprising aspect is that Brasilia is also the federation unit with the highest proportion of Facebook users, 61.23%, beating the largest cities in Brazil, Sao Paulo, and Rio de Janeiro, which respectively rank second and third. (Caixeiro, 2019).

Despite many research about the most popular topics on Instagram, some are constant, if we group hashtags on the same topics, we realize that the fashion hashtag group is the most popular, second is the hashtag group related to food (#food, #instafood, #boanappetit), in third, is the group relates to design, and the fourth is the travel-related hashtags. (Puttkamer, 2019).

The hashtag #food (252.4 million) is the twenty-fifth most used hashtag in the world, and the #instafood is the eightieth (102.5 million). (Marketing, 15).



**Fig. 3.7.** Food in media stage  
Illustrated by the author

### 3.4. Instagram and the food

Within this universe of cosmopolitan cities and place branding, there is an area that stirs the imagination of visitors: food. Food is one of the best ways to identify a culture because it represents local identity, and today it is one of the areas most explored by the mass media, through the exponential growth of television programs and physical spaces devoted exclusively to food tourism, which have an Instagram side, wrapped in an alternative, traditional and gourmet atmosphere.

Also, physical spaces for food have become hot spots capable of attracting a more heterogeneous target group. As a consequence, there has been a multiplication of permanent markets in the major world capitals, showing great success and thus influencing the construction of these places in cities seeking to attract more tourists.

The most influential communication platforms when it comes to food are television shows, Youtube, and Instagram.

The marriage between television shows and cooking is old, but it has only been in the last five years that this

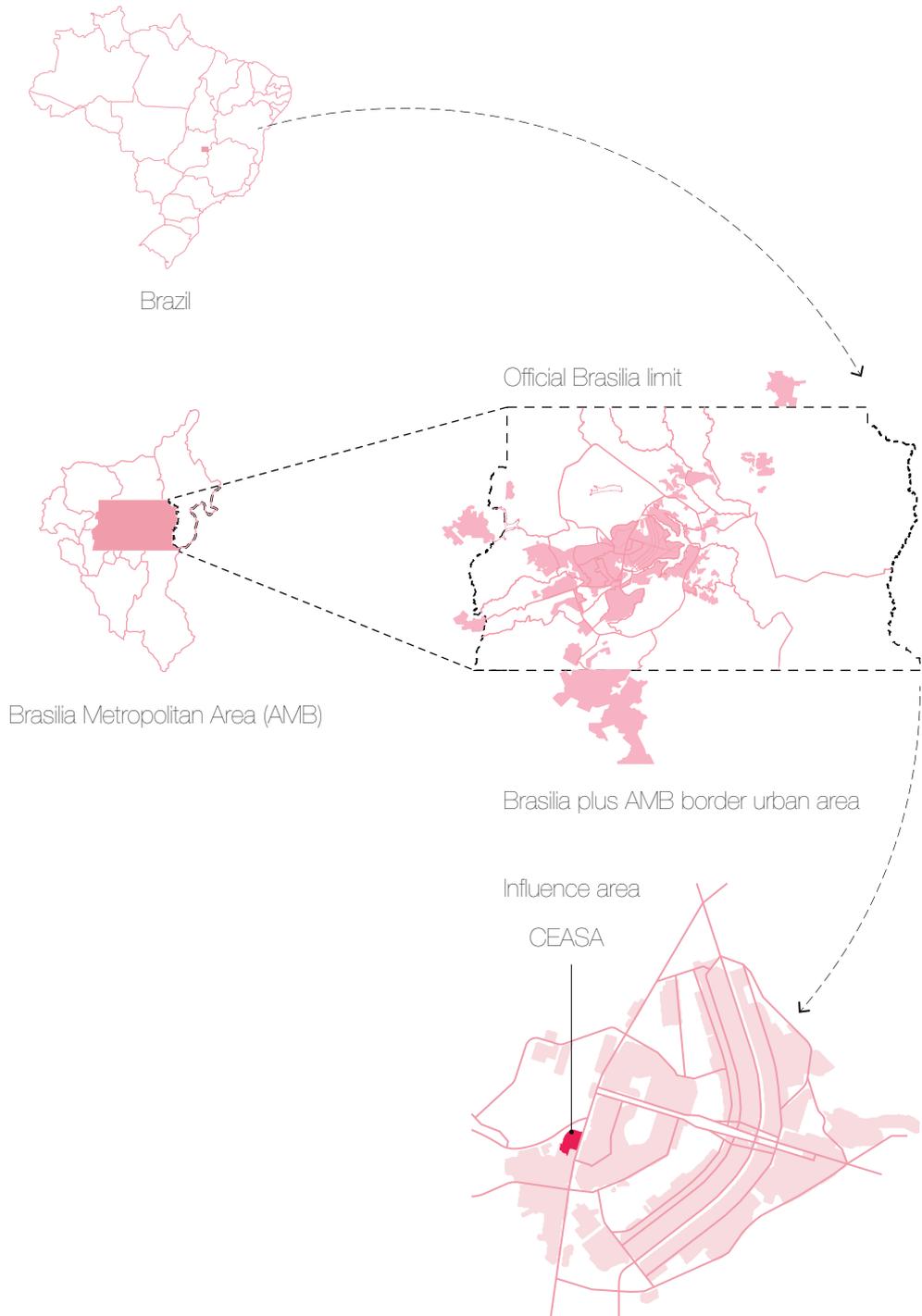
marriage has come to fruition, primarily through large television programs that have reshaped the atmosphere of film sets, increasing the target audience. As an example we have *Masterchef*, a global program, which started to demystify food as part of a home universe, gaining an air of modernity and novelty, which leveraged the production of series by major entertainment platforms such as Netflix, which recently debuted a series devoted only to street food, following the success of other culinary series. Youtube is another platform that has been gaining more culinary channels, usually run by young enthusiasts.

The big difference between these social media and Instagram is the power that this platform has in making people to physically go from their homes to the place they depicted in their photos. This is due to the desire to live the same experience of someone who posted a photo or a story in that place, normally a major influencer, and then posting a photo in the same place, leading to a growth of followings and a sense of belonging to a group.



**CHAPTER 4**

**THE STUDY CASE OF CEASA FOOD  
MARKET IN BRASILIA**



**Fig. 4.1.** Location of Brasilia, Metropolitan Aea of Brasilai (AMB) and Influence area of CEASA Food Market  
 Illustrated by the author

To understand the area that encompasses CEASA's food market, a study about Brasilia was done, its urban and rural structure. This information, together with essential data about the capital population, allowed the construction of maps that helped determine the Food Market area of influence.

Retail locational theories influenced the analysis of CEASA. Those analyses are not based on models, but on the specificities and particularities of each location, establishing the influence area. (Vargas, 2001).

The area of influence depends on the importance of the area where the place is inserted (quantity and variety of goods offered), the purchasing power of the population (urban density and income) and the economic distance (relation between the price of the goods + cost + displacement time). (Vargas, 2001).

Income is understood here as the purchasing power of the consumer. Higher the income, the greater will the trade volume.

In addition to the previous points, related to the accessibility of the resident population and displacement, will be analyzed points on the physical attraction of space, that is architectural and scenic aspects, land use of the area surroundings and reputation of the commerce place (quality and value of products offered).

Concluding the chapter, an analysis was made of CEASA mental image, that is, of the physical and virtual space of the area. This analysis consisted of determining the aspects currently observed and proposing changes that work together. These proposals were based on examples given in this chapter, and those presented previously in chapter 1.

## **4.1. Brasilia**

### **4.1.1. Explaining Brasília**

How to explain Brasilia to people who have never been there? Such a unique city, not because it was built from scratch, because several were before it, but because it is a great experiment to see concretely whether modernist precepts would work on a large scale, encouraged by a time of car development and standardization of human needs (Holanda, 2015). We can say that Brasilia is a city that lives with the weight of the utopian past, defined by the lines of Lucio Costa, the present, the real consequences of a dream and the fear of the future, an uncertain future that does not seem very welcoming to most of the population.

A phrase often heard in Brasilia is: “do you love the city or hate it?”. A city that is so far from Brazilian traditional city standards, a city with good points, but in need of change. Even today, the large mass of the population that makes up this city is made up of people from other parts of the country who always tend to look with that feeling of home-

sick (Carpintero, 2010).

I am part of one of the first generations who was born in the city, a generation that I think is open to the new, who looks for the first time with concern for the city and sees in its problems fertile ground for solutions. Brasilia, with its almost 60 years, is a young city, and the opportunities for change are endless.

So why not give it a try? Consciously experiment, seeking decentralization of activities and working the various open spaces? To make these spaces more alive, to be urban connectors of people’s daily lives.

Among these connection spaces, the food market, temporary or permanent, is a space that concentrates in itself various possibilities of social and architectural relations and can impress in a modern city traditional values. Although the permanent food markets are punctual in the territory, several temporary ones are currently appearing in Brasilia, connecting small farm producers to consumers.

#### 4.1.2. Brief history

Brasília was inaugurated in 1960, as a result of political and social aspirations, which led architect and urban planner Lucio Costa to develop a project, which, due to its modernist clarity and rationality, won the competition for the choice of the Plano Piloto. We see that the contest was focused on choosing the Plano Piloto, the central region, not foreseeing the simultaneous planning of other regions of Brasília.

Lucio Costa believed that the other neighborhoods, the so-called Satellite Cities, would be the result of a second planning stage, built after the Plano Piloto had been depleted. However, public officials did not take into account the large volume of workers and families who migrated to build the new capital. Spontaneous urban conglomerates arose around the construction site camps, which were theoretically sufficient to accommodate the people. The government, seeking the elimination of these residential agglomerations, part of the low-income popu-

lation, was transferred to other housing areas, far from the downtown that was being consolidated (Carpintero, *A questão do centro de Brasília*, 2004).

This measure was justified by an environmental concern to reduce the pressure on sanitary conditions of the Paranoá Lake Basin that supplied the city. However, behind it was a clear intention to promote social segregation (Carpintero, *A questão do centro de Brasília*, 2004). This practice is seen and felt to this day in the Federal Capital and its immediate surroundings, where it was formed neighborhoods and dormitory cities dependent on the Plano Piloto, functional center, which has the most substantial offer of work and services.

The growth and consolidation of Brasília as a regional center further promoted the emergence and expansion of the city and urban agglomerations in the border region of Brasília, mainly through the irregular parceling encouraged by the large landowners, forming what we know



**Fig. 4.2.** Nucleo Bandeirante, Brasília, Brazil  
first camp to house the builders that constructed Brasília  
Source: Carpintero, A. (2010)

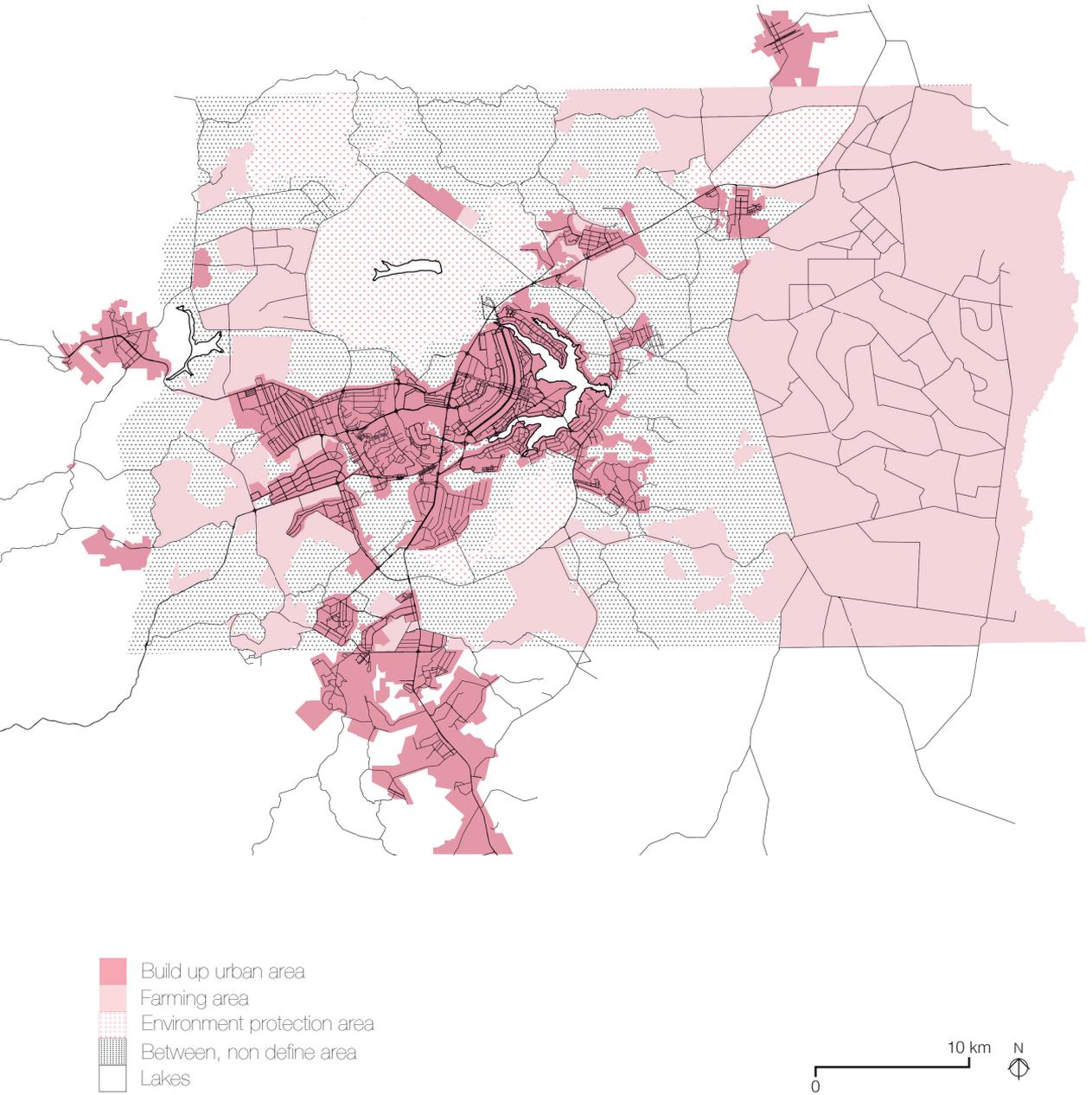
### 4.1.3. Population of Brasilia

today as the Metropolitan Area of Brasilia (AMB).

The first street market took place at the first camp that housed the builders of the capital: the Nucleo Bandeirante, one of the only ones that remained and was consolidated as an Administrative Region in Brasilia. Most of the inhabitants were from northeastern of the country until today remains a meeting place for this region's culture, as in the markets of Ceilândia and Taguatinga. All markets in other administrative regions have this regional character, such as the Cruzeiro Market, with its strong influences from Rio de Janeiro culture, food, music, and dance. The Tower Market strong influenced by North and Bahia cuisine, as well as their traditions that appear in the traditional capoeira fight-dance. And the Minas Gerais and Goiás culture in the Sobradinho and Planaltina markets, among others. (Madeira & Veloso, 2007).

With an estimated population of over 3 million people, Brasília is made up mainly of adults aged 24 to 34, 28.6%, children of the first generations who occupied the capital, and workers who move to the city in search of work, mainly in the tertiary sector. A sector that corresponds to 83% of the Brasilia Gross Domestic Product (GDP). The agricultural sector corresponds to only 0.35% of the GDP, but it appears in 12th place in the national ranking. (IBGE, Brasília, 2019).

Brasilia has the highest prospect of urban growth for the next ten years nationwide: 2.19% (IBGE, Brasilia, 2019) due both to the large territorial dimension of the city and to the fact that it is the most fragmented metropolitan area of the country, which allows its densification (Fig. 4.3.). In economic terms, it is one of the cities with the most significant socioeconomic disparities. It is the third richest city in the country and the one with the highest average per capita income, but it is among the administrative units with the highest Gini Indexes, that is, one of the worst distribution of wealth in the country.



**Fig. 4.3.** Mapping Brasília: division of Brasília in Administrative Regions  
 Illustration by the author, source: CODEPLAN (2015)

#### 4.1.4. Brasília's urban structure

Two components characterize the urban arrangement of Brasília: the population distribution in the territory and the types of daily displacement. The population distribution refers to the population density and the typologies of the build-

ings, while the displacement indicates the location and distance between the residential areas and the areas with the highest concentration of labor supply. Besides the most used means of transport given the urban infrastructure offered.

- 1. Plano piloto / 2. Gama / 3. Taguatinga
- 4. Brazlândia / 5. Sobradinho / 6. Planaltina /
- 7. Paranoá / 8. Núcleo Bandeirante /
- 9. Ceilândia / 10. Guara / 11. Cruzeiro /
- 12. Samambaia / 13. Santa Maria / 14. São Sebastião / 15. Recanto das Emas /
- 16. Lago Sul / 17. Riacho Fundo / 18. Lago Norte / 19. Candangolândia / 20. Águas Claras / 21. Riacho Fundo / 22. Sudoeste and Octogonal / 23. Varjão / 24. Park Way /
- 25. SCIA / 26. Sobradinho II / 27. Jardim Botânico / 28. Itapoá / 29. SIA / 30. Vicente Pires / 31. Fercal

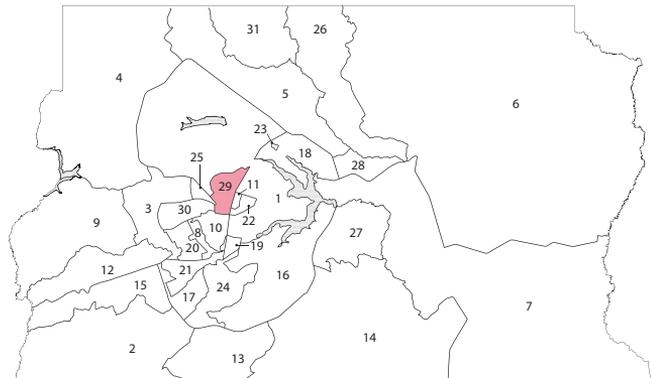


Fig. 4.4. Mapping Brasília: urban growth illustration by the author, source: CODEPLAN (2015)

- A. Central unit
- B. Adjacent unit 1
- C. Adjacent unit 2
- D. West unit
- E. South unit
- F. North unit
- G. East unit

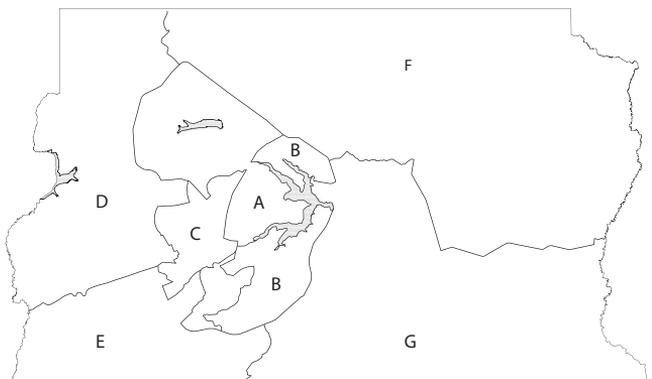
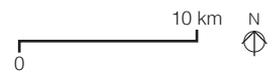
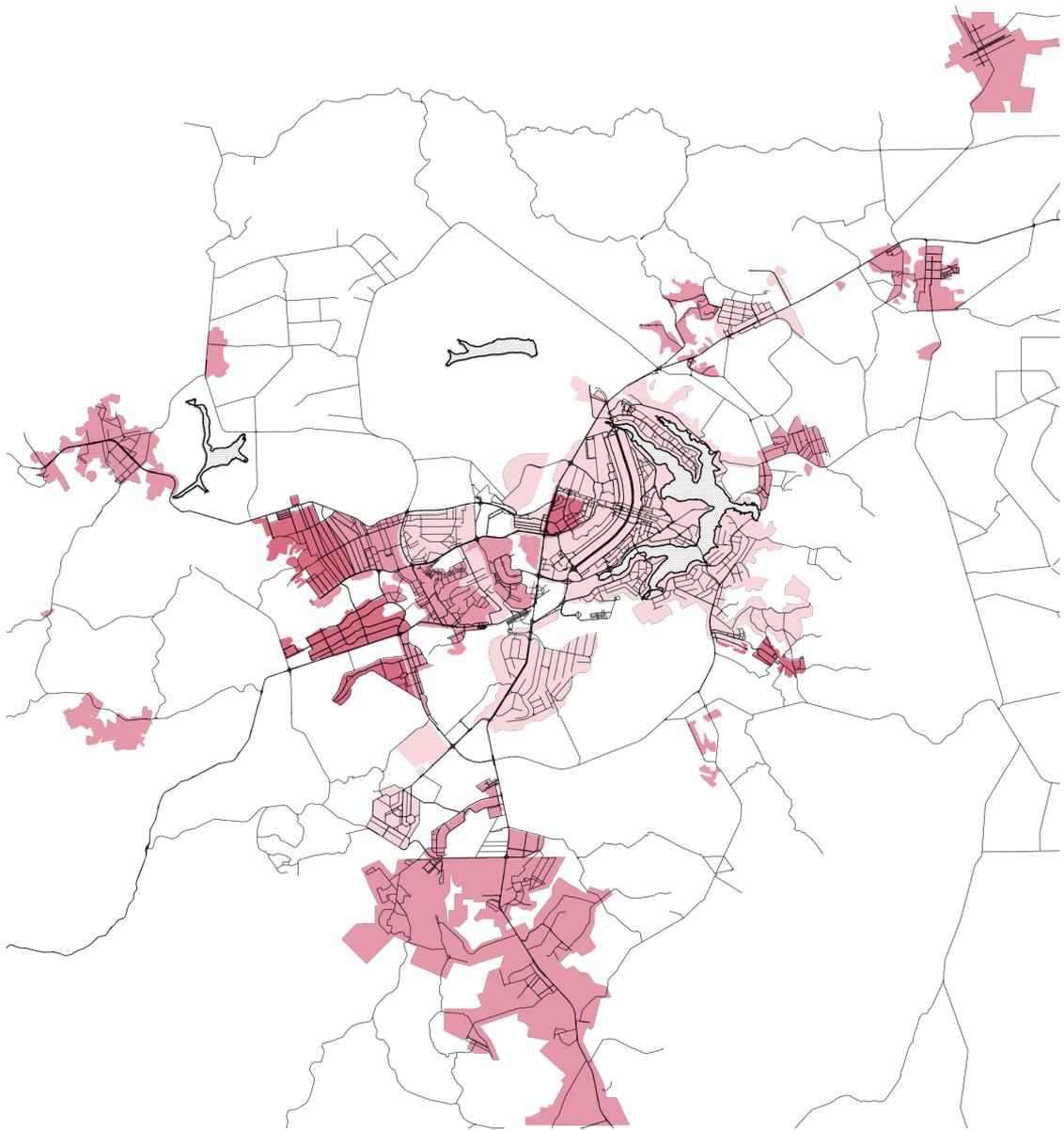


Fig. 4.5. Mapping Brasília: urban growth illustration by the author, source: CODEPLAN (2015)



**Fig. 4.6.** Mapping Brasília: demographic density  
Illustrated by the author, source: CODEPLAN (2015)

## A. Population distribution

The formation process of Brasilia and its metropolitan area is characterized by promoting a generally horizontal growth of the territory, expanding the city instead of promoting the consolidation of the more well-established central areas.

Expansion is understood here as the increasing advance of the urban perimeter over the rural or environmental protection areas, through improper installment, without infrastructure being previously thought out. This lack of synchrony between urban sprawl and infrastructure is difficult to remedy, as even before new networks are consolidated, new irregular areas emerge. The consequences of this process are seen and felt daily by the population: the scarcity of quality urban spaces, social problems, lack of quality public transportation, among others.

Brasilia has 31 Administrative Regions (Fig. 4.4.). Brasilia's central area, Plano Piloto, was designed to house 500,000 people, with an estimated 1 million more people in the city peripheral regions, which would be separated from the central region by green belts. Ironically, the city center never housed 500,000 inhab-

itants, and a few years after the inauguration of the capital, several peripheral neighborhoods punctuated the region of Brasília, which today has a much larger population than that of the central region, more than 2 million people.

Brasilia goes against the traditional cities, while in these cities, the areas near the central region, with more infrastructure and jobs, tend to be denser, in Brasilia, the periphery that has the highest densities. Even having a single-family residential typology, these administrative regions have a higher concentration of inhabitants per square meter compared to the central region marked mainly by a multi-family building typology of 3 to 6 floors separated by broad green and empty urban areas (Fig. 4.6.).

In numerical terms, the central area (Plano Piloto, Cruzeiro, Sudoeste-Octagonal, and Candangolandia) has only about 12% of the city population. The southwestern region (Ceilândia, Taguatinga, Águas Claras, and Samambaia), is the densest part, embodies the most significant number of inhabitants, about 36%, and is the main growth axis of the capital.

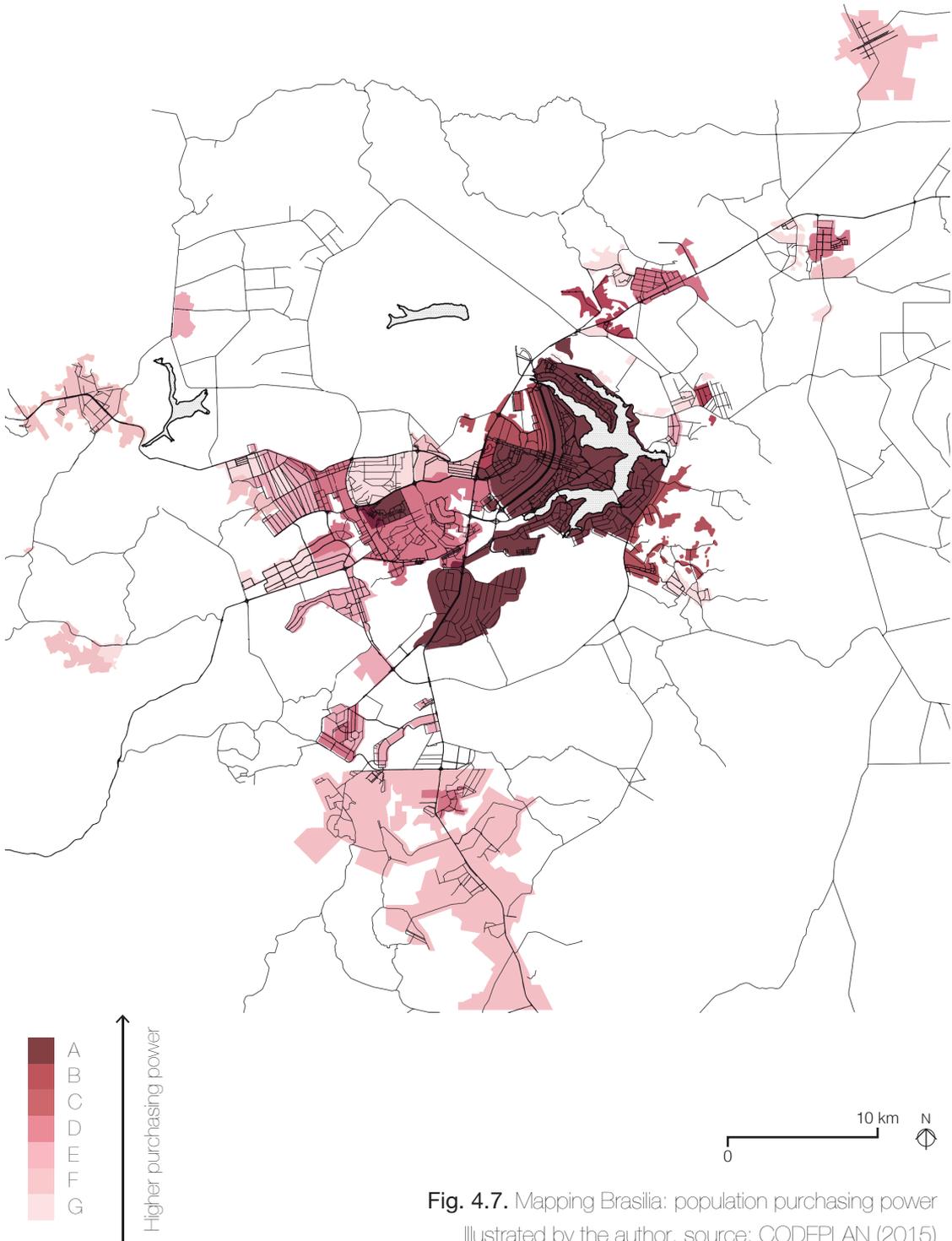


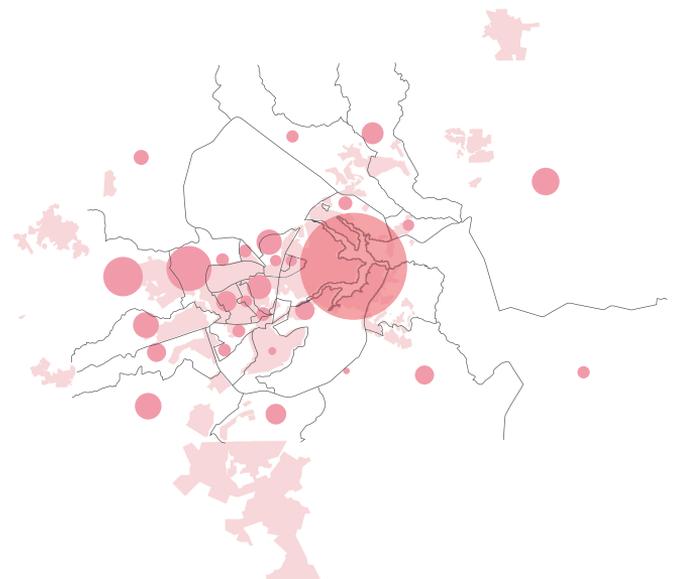
Fig. 4.7. Mapping Brasilia: population purchasing power  
 Illustrated by the author, source: CODEPLAN (2015)

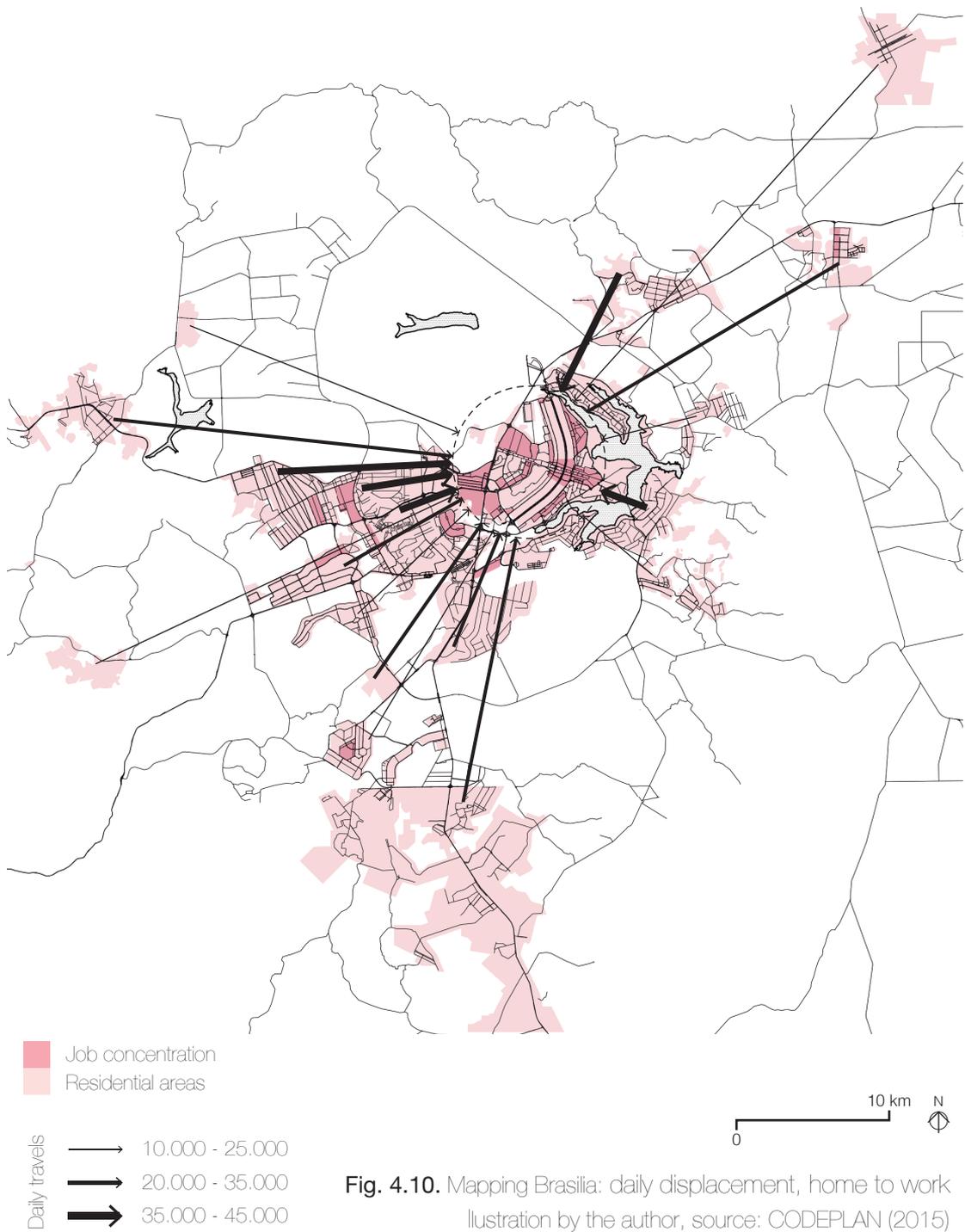
The radius of up to 10 km from the political and administrative center, which is better equipped with urban infrastructure and with the biggest job offers, has the lowest proportion of residents of the Federal District (2.58%). (Fig. 4.9).

**Fig. 4.8.** Mapping Brasilia: demographic density and urban growth main axes  
Illustrated by the author  
source: CODEPLAN (2015)



**Fig. 4.9.** Mapping Brasilia: concentration of job offers  
Illustrated by the author  
source: CODEPLAN (2015)





**Fig. 4.10.** Mapping Brasília: daily displacement, home to work  
 illustration by the author, source: CODEPLAN (2015)

## B. Displacement

This low-quality expansive population distribution model guides the displacement patterns. As shown, the central area, despite housing only 12% of the population, has over 40% of the capital jobs. Also, 30% of the working population of municipalities bordering the Federal District that is part of the Metropolitan Area travels daily long distances to the center of the capital (SEDUH, 2019) (Fig. 4.10).

The monocentric structure of the capital concerning job offers makes most of the Administrative Regions (RAs) and surrounding municipalities being sleeping cities and reinforces the massive daily commute by their inhabitants through the use of individual or poor quality public transport.

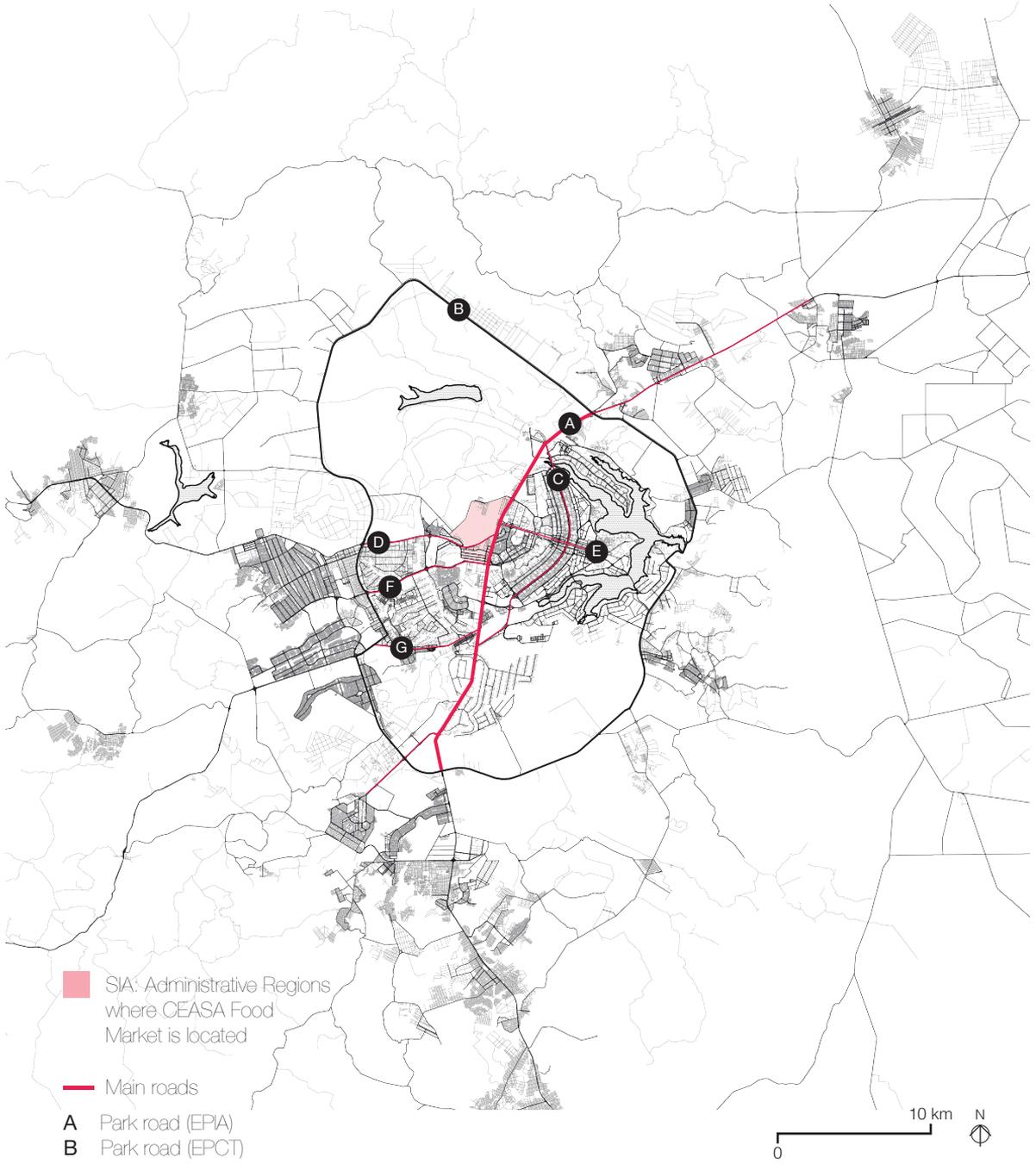
Created at the time of the insertion of automobile industries in the country, Brasília is marked by highways. The Plano Piloto is cut by a north-south highway, Eixo Rodoviário, and another large east-west road, Eixo Monumental. These two roads are the main entry and exit points of the central region that are interconnected with other high-speed roads that

give access to the other administrative regions of the city: to the west is EPIA, one of the main city roads that connects the center to via Estrutural and the EPTG, which are busy roads that give access to the most populous areas and the main axis of urban growth. (Fig. 4.11. & 4.12).

These roads are known as park roads, and other diverse roads, back roads, were created later to connect the population and producers to the urban network. Continuous expansion of the road network due to the dispersion of the city generates a high consumption of urban land.

These high-speed roads that cross the city lead to the indiscriminate use of private transport to the detriment of the public, supported by the unfeasibility of implementing an efficient public transport system due to the high cost because of population distribution patterns, as well as little interest of the rulers.

47% of the population uses the car as their primary means of transport between home and work, while 41.9% use public transportation (38.2% bus, 3.7% subway). (CODEPLAN, PDAD, 2019).



**Fig. 4.11.** Mapping Brasília: roads  
 Illustration by the author, source: CODEPLAN (2015)

The sectorization of functions and long distances, together with scarce public transport, create a diffuse city that privileges flow logic rather than the traditional importance of proximity relationships between spaces. People have to move to the nearest urban core not only

to work but to buy every day goods for leisure and entertainment. For this reason, most prefer the comfort and speed of private transportation that takes them to indoors and acclimatized places, such as the numerous shopping malls that dot the city, surrounded by large parking lots.



Fig. 4.12. Mapping Brasilia: EPIA, the most connected road in Brasilia  
Illustration by the author, source: CODEPLAN (2015)

#### 4.1.5. Brasilia`s rural structure

Behind this visible and latent urbanity, exist a rural Brasilia that occupies more than half of its 5,779 square kilometers. Designed from the beginning to have food production areas, Brasilia is self-sustainable concerning many food products and one of the few capitals in the world that have such an evident agricultural area. (SEDUH, 2019). (Fig. 4.3).

However, it is important to highlight that the rural area encompasses activities other than agriculture, such as leisure areas and activities related to environmental protection, among others.

The agricultural activities of the DF are performed by 4.4% of the total population, which corresponds to more than 40 thousand direct jobs and about 90 thousand indirect, moving approximately R \$ 215 million annually. (SEDUH, 2019).

Juscelino Kubitschek, the then president of Brazil who materialized the construction of Brasília, was already thinking of consolidating an agricultural belt. He invited several families from other regions of the country who were developing family agricultural production, mainly of Japanese origin. Due to a law that pro-

tecs these areas, which are partly granted by the state, they cannot be used for other purposes than rural. However, it is essential to highlight that the extensive growth of the city puts pressure on the rural area, occupying, normally irregularly, these plots of land that have assumed a hybrid state between rural and urban space.

Another guiding principle of the demarcation of rural areas consisting of plots was that they could not be associated in order to privilege family farming in the capital. However, due to noncompliance with the imposed laws, they have become improperly associated; as a result, more than 50% of the agricultural area is in the hands of producers of extensive agriculture focused on the production of commodities for export (Fig. 4.14). This disparity and lack of state control mean that only 30% of local food demand can be supplied, a percentage formed mainly by family farming that focuses on local commerce. (CODEPLAN, Agricultura Familiar no Distrito Federal, Dimensões e Desafios, 2015). Very low percentage compared to the city production capacity.

Despite the growth of urban over rural areas and the growth of corporate

agriculture, Brasília has higher rates of agricultural production efficiency than the rest of the country, which results in better prices and healthier food for the population of the capital.

Among the 31 administrative regions that make up the capital, eight stand out in terms of agricultural production,

both extensive and family: Planaltina, Brazlândia, Paranoá, Ceilândia, São Sebastião, Gama, Sobradinho I and Sobradinho II. (Fig. 4.13.).

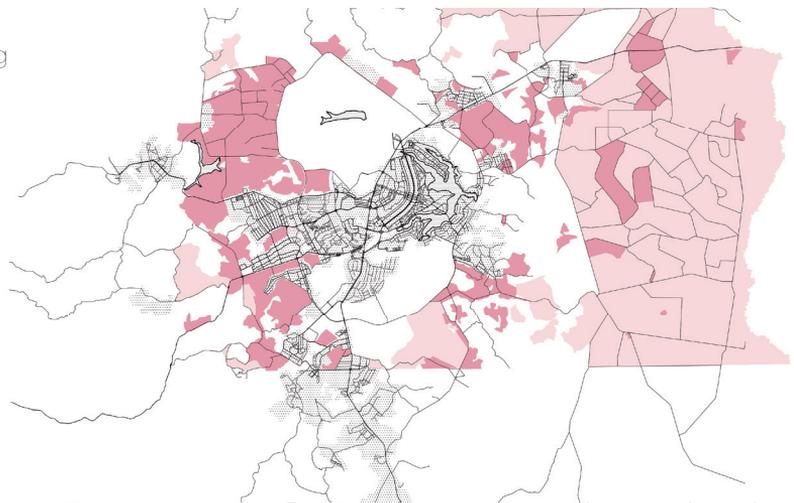
Road transport is also the main way of disposing of food products, mainly through the Park roads.

-  Regions with farming areas
-  Regions with farming areas and permanent food markets
-  Regions with permanent food markets
-  Regions without farming areas or permanent food markets



**Fig. 4.13.** Mapping Brasília: main farm production Administrative Regions  
Illustration by the author, source: CODEPLAN (2015)

-  Family farming
-  Business oriented farming



**Fig. 4.14.** Mapping Brasília: bussiness oriented farm and family farm  
Illustration by the author, source: CODEPLAN (2015)

## **4.2. Food in Brasilia**

### **4.2.1. Brasilia's Food Markets**

The exciting thing about Brasilia is that despite the city has a recent history; it houses residents from all parts of Brazil, who acted directly or indirectly in the physical and symbolic construction of the capital. Loaded with shared knowledge, traditions, and customs, these people, many still alive, tell in a unique, unofficial way, how was this period of consolidation of the new capital, showing the challenges in adapting to a modern city.

The market environments were central places, intermediate between the modern city and the social needs of migrants. These street markets were not only places of supply, but also place events of all kinds of political and socio-cultural practices, such as festivals, rituals ..., which remain today as the central node of the permanence of these places in contemporary times, since many of the Administrative Regions do not have adequate cultural facilities.

All the permanent food markets of Brasilia were born spontaneously due to the need for food centers and other essential products, scarce and difficult to

access at the time. (Madeira & Veloso, 2007). They emerged from the agglomeration of tents, which were being regularized by the government and gradually replaced by more permanent structures, such as boxes that are legally granted and not owned by traders. The formation of marketers associations managing the spaces with the backing of the public power was a point of great importance for the permanence of these spaces within the socioeconomic context of the regions in which they operate.

It is noticeable that all regions with a population with higher purchasing power: Plano Piloto, Lago Sul, Lago Norte, Sudoeste, Águas Claras, do not have permanent retail food markets. (Fig. 4.13.).

This lack of space for traditional retail markets makes many producers use their means of transportation as itinerant markets. It is possible to see daily on the streets, trucks, and cars that pile up products such as fruits, vegetables, and traditional foods, passing from neighborhood to neighborhood announcing to residents through speakers that they are selling food. Recently, however, several temporary food markets of all sizes have been emerging in the central regions, selling products at lower prices and creating

moments of sociability, diminishing the power of large private supply chains such as supermarkets, which are numerous due to its neighborhood configuration, easily accessible by foot.

Go to the traditional retail food market places became something eventually. Due mainly to an economic issue and the variety of products, these environments still survive, but the poor infrastructure and lack of investments in marketing of these spaces, make the young population, especially from the middle class, never

have gone to food markets, not often knowing how to behave in these spaces, preferring the individuality and speed of supermarkets.

The point is that due to the influence of these young people on social networks, it would be interesting if they were coerced into experiencing the permanent food markets, giving more visibility to this space on Instagram, making them present not only physically, but virtually in the urban reality, becoming a hot spot.



**Fig. 4.15.** Mapping Brasilia: Location of permanent and sporadic food markets in Brasilia  
Illustration by the author  
source: Coelho, E (2019)



**Fig. 4.16.** CEASA Food Market  
Photo by Michael Melo, source: Coelho, E. (2019)

### **4.2.2. Why invest in food markets in Brasilia?**

Brasilia is the third-largest gastronomic center in the country. Following global trends of gourmet and healthy food, several businesses are being opened mainly by young investors who started to promote, using social networks, unique places that value local agricultural production and sell not only the product but also the experience.

Brasília has about 10,000 establishments dedicated to gastronomy, which generates about 100,000 direct and indirect jobs. (IBGE, Brasília, 2019).

It is being a sector that expects a steady growth, especially when the Brasilia Government announced this year a more significant investment in tourism, in order to increase the participation of this sector in the city economy, a strategy that is part of a planning for the next 40 years, the result of partnerships with private companies, such as aviation and hotels. The investment focus is to reaffirm the city as a civic, ecological as well as political destination in a local, national, and global scenario.

### 4.3. CEASA

CEASA food market is located at SIA Administrative Region.

The SIA is marked by the urbanization process derived from territorial dispersion: Polarization. Polarization occurs in areas located along high-flow roads (Map 7). It consists of the creation of visibility architectural elements that, by being along these traffic axes, promote easy access. (SEDUH, 2019). An example of a typology of these elements is the shopping centers. (Map 2 and 3).

It housed only activities related to industry and supply, mainly due to the construction of the capital, but nowadays, being in a strategic location around EPIA, a highway of confluence of dispersed urbanizations that have a high resident population, it attracts more and more real estate investments related to wholesale and retail trade, service providers, concessionaires, manufacturing, construction industries, and government administrative institutions (CODEPLAN, PDAD, 2019), what makes the area with large job offer (Map 12), this high number of workers commuting daily to the area creates a significant floating popula-

tion (Map 6).

It is worth mentioning that EPIA is the road with the greatest polarities because it is the city great backbone, connecting important quadrants of the DF, north, south and southwest, such as: shopping centers (Parkshopping, Freepark, CTIS, Casapark), hypermarkets (Carrefour , Extra), wholesalers (Leroy Merlin, Super Cellar, Makro) and retail centers (Shopping Popular, Import market and CEASA). (Map 13).

It is a region with a low resident population, only 1,549 people, most of them temporary residents, but with residential areas in the surrounding regions. Cruzeiro, the closest region to CEASA, has high density if we compare with the other Administrative Regions located more in the center. (Map 4).

CEASA, Supply Center, created in 1972, is a mixed economy company, having been the only planned market in the city that seeks to gather farmers in a space.

Of the products sold at the market, 25% come from farms located in Brasilia.

The presence of family farming is larger than the corporate one (55%), becoming the main point of commercialization of these producers in the city. Trade that moves about 880 million reais per year.

The internal structure consists of 280 permanent sales boxes and 649 non-permanent spaces. These spaces are necessary as the market houses different traders according to the day of the week: exclusive organic market, retail food markets.

### 4.3.1. CEASA Influence area

The chosen area of influence was the central unit, and part of adjacent unit 2, the one with residential areas immediate to EPIA. This choice was due to the high purchasing power of the resident population, the proximity of displacement, and the fact that despite having some food markets, they are small, making the influence of CEASA food market greater.

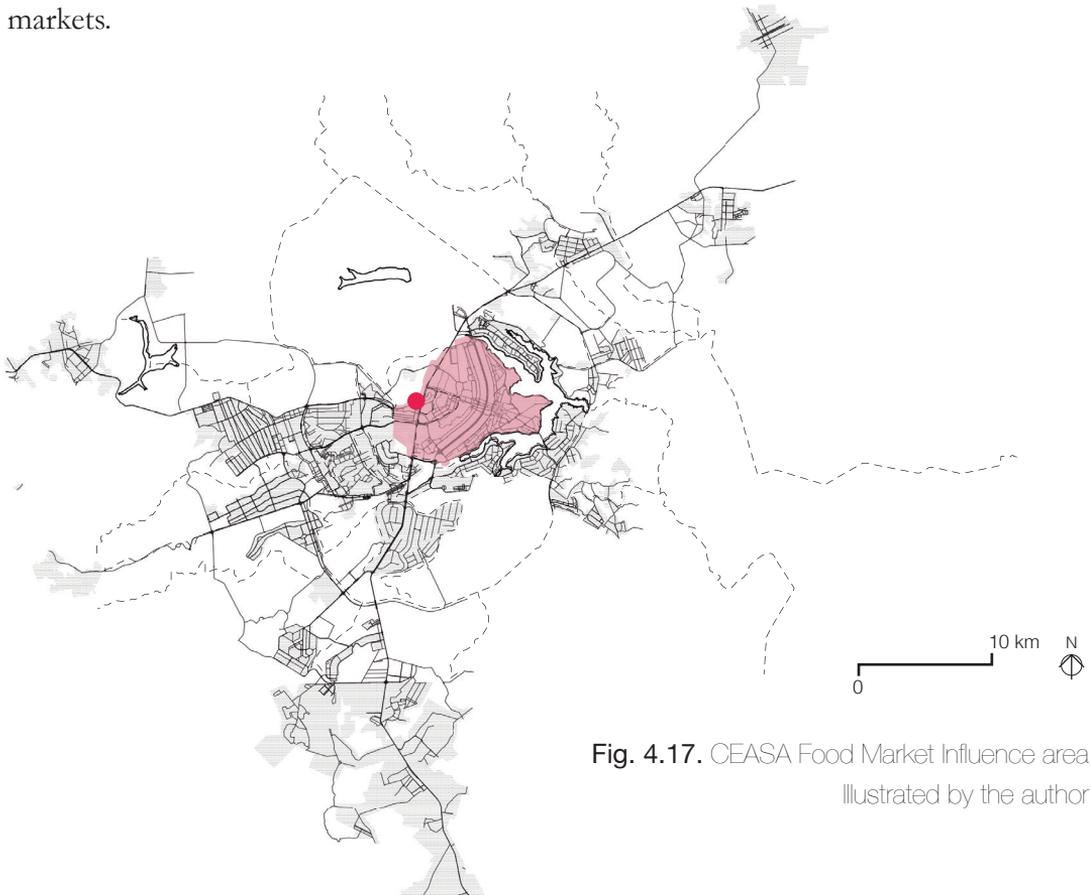


Fig. 4.17. CEASA Food Market Influence area  
Illustrated by the author

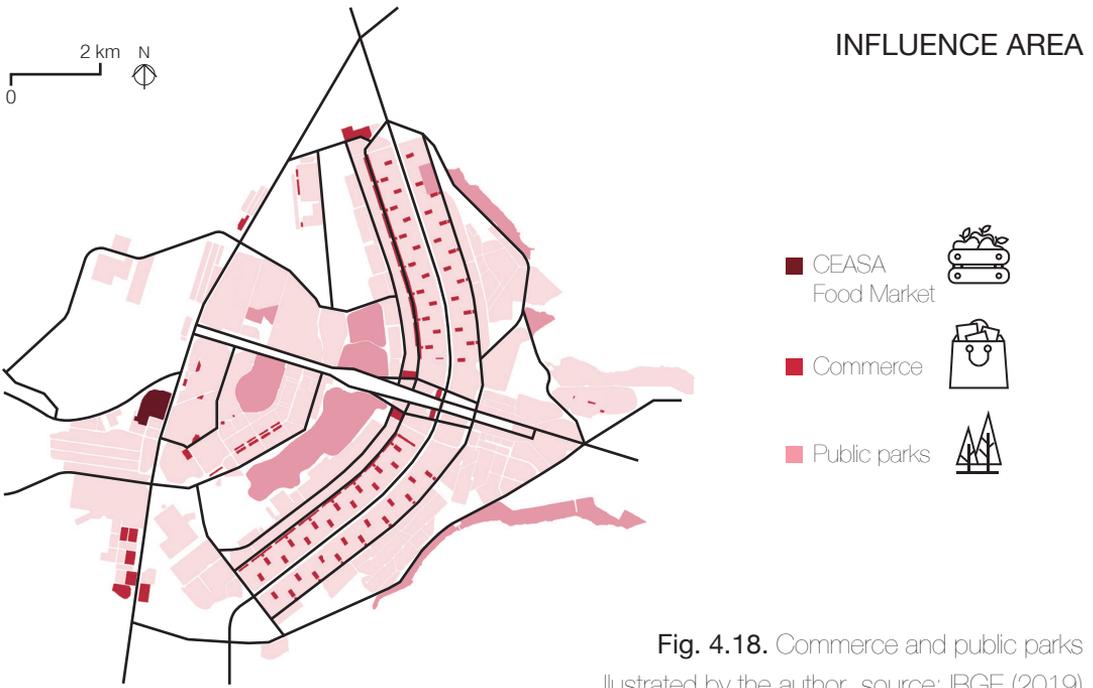


Fig. 4.18. Commerce and public parks illustrated by the author, source: IBGE (2019)

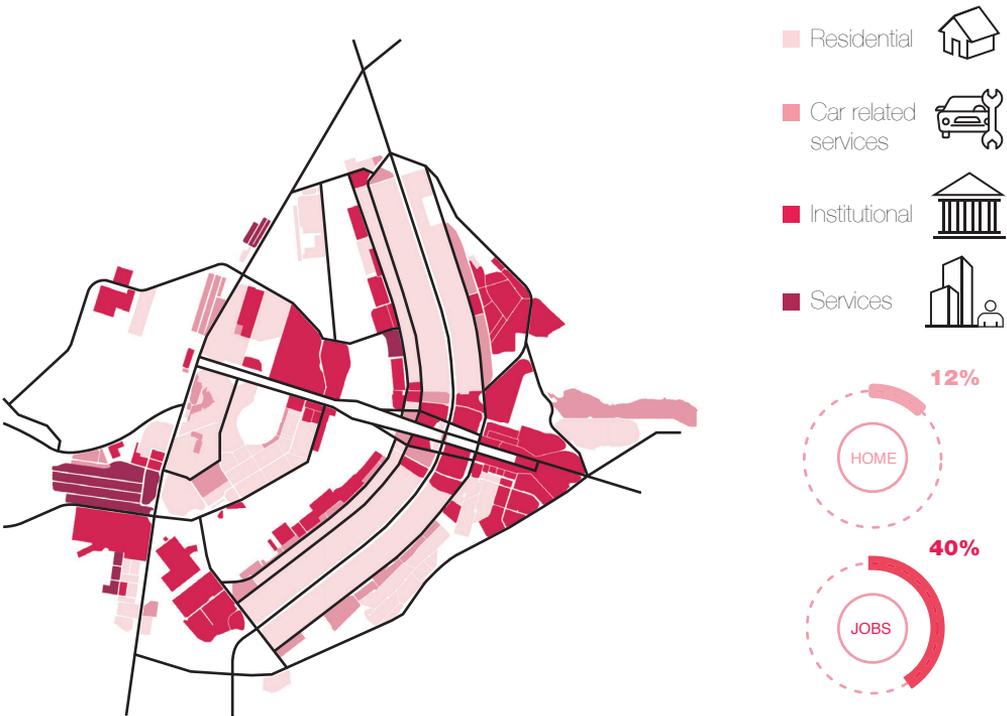
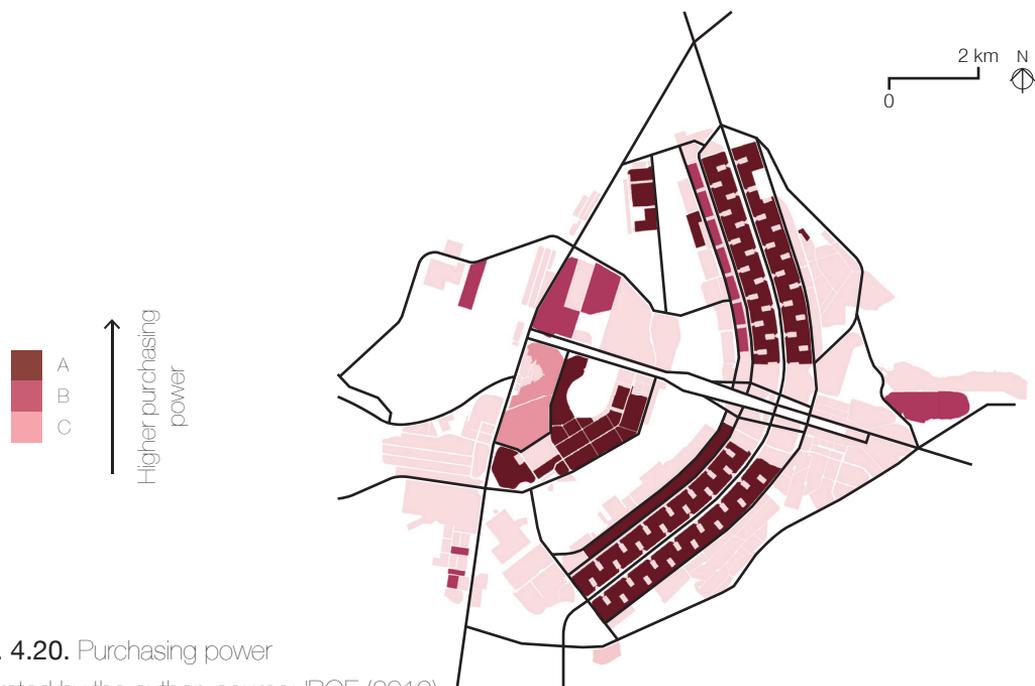
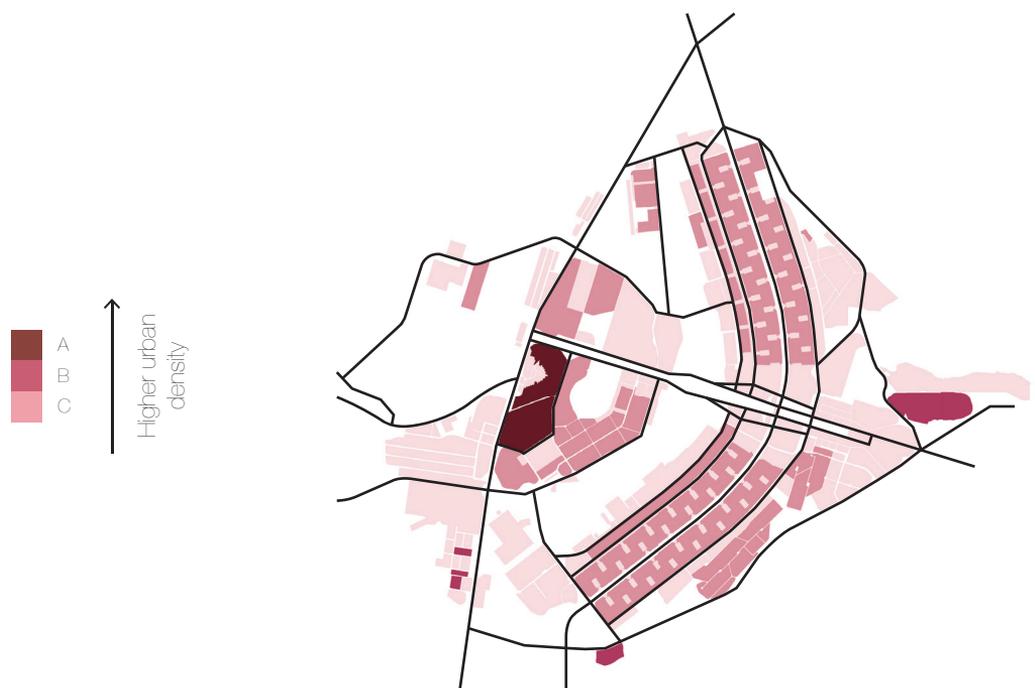


Fig. 4.19. Main land uses illustrated by the author, source: IBGE (2019)



**Fig. 4.20.** Purchasing power  
 Illustrated by the author, source: IBGE (2019)



**Fig. 4.21.** Demographic density  
 Illustrated by the author, source: IBGE (2019)

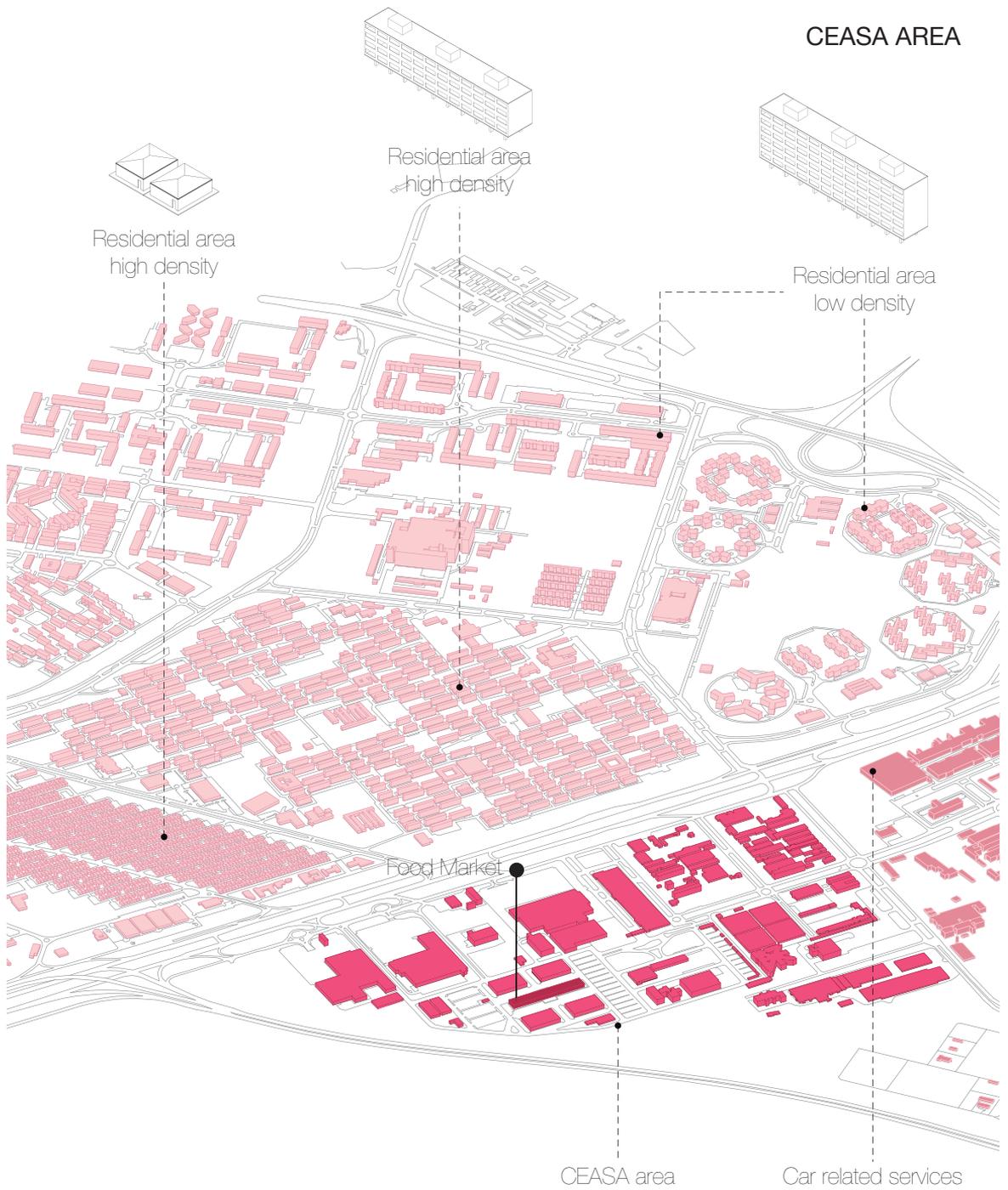
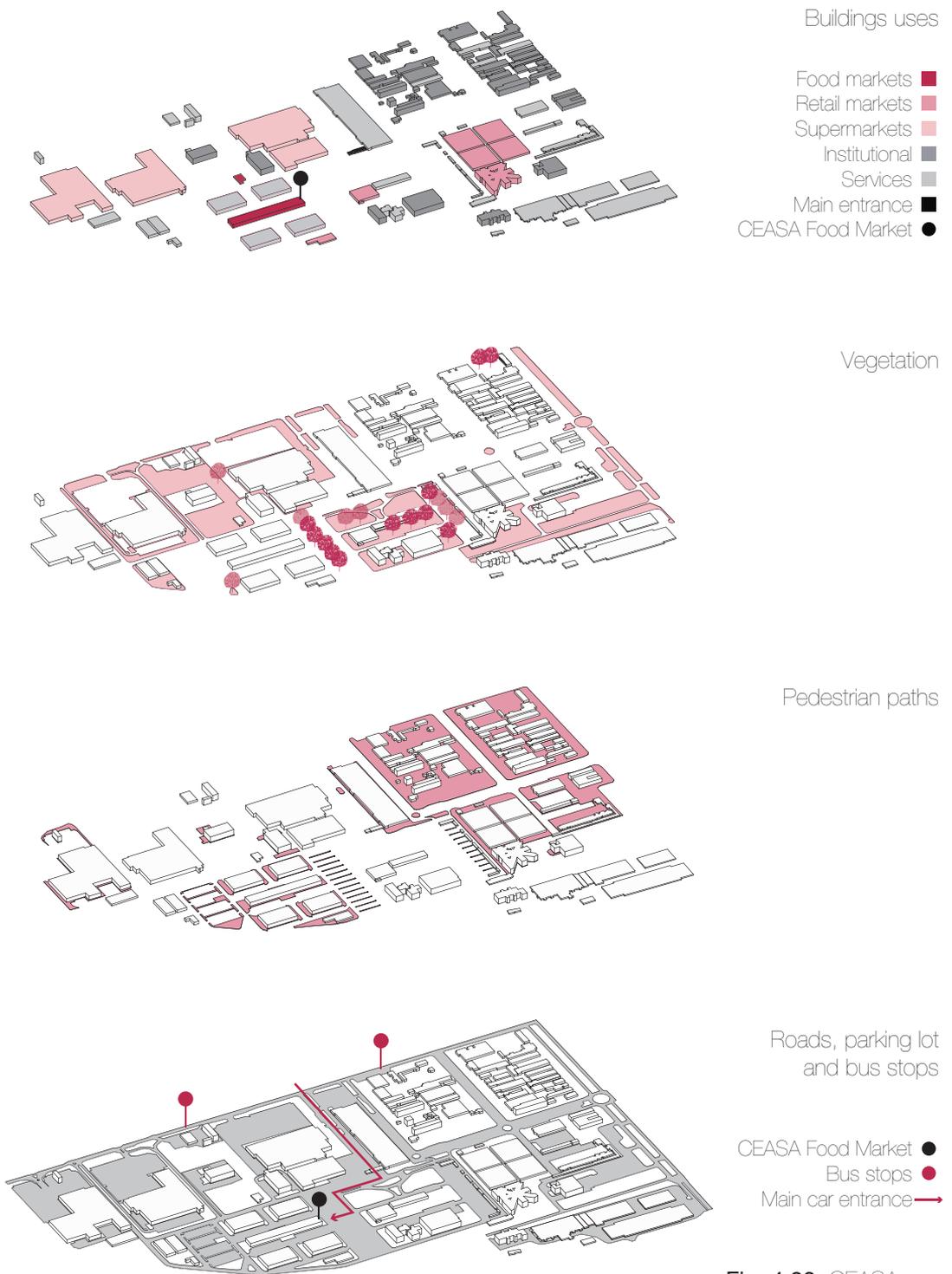


Fig. 4.22. CEASA area, residential typologies  
illustrated by the author



**Fig. 4.23.** CEASA area  
 Illustrated by the author, source: google earth

Fig. 4.24. CAESA Food Market, north facade without any aesthetic value  
Photo taken from Google earth



Fig. 4.25. CEASA Food Market area, large parking lots, and lack of sidewalks for pedestrian  
Photo taken from Google earth



Fig. 4.26. CEASA Food Market area, side entrance, marked by parking lots  
Photo taken from Google earth

Fig. 4.27. CAESA Food Market, south facade without any aesthetic value  
Photo taken from Google earth



Fig. 4.28. CEASA Food Market area, buildings punctuate parking lots to meet demand for cafeteria and restaurant services  
Photo taken from Google earth

#### **4.3.2. Mental Image – Physical and Virtual space, study and proposals**

“the retailer should try to maintain his good image, not only in terms of that mental image but also by the physical characteristics of the establishment.” (Vargas, 2001, p. 253).

This way, the idea is to create a mental image of the space. The mental image is composed of the architecture and urban aesthetic values (physical image) with the virtual image (create through the marketing, in this study case, Instagram).

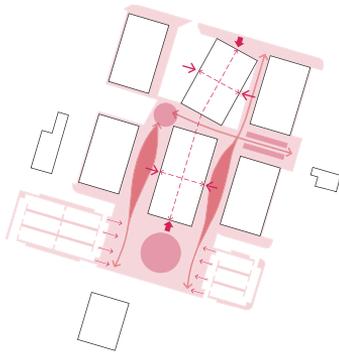
## A. Physical space - Urban and architectural aspects

“Public space, par excellence, is where a person can be alone without giving the impression of being lonely” (Vargas, 2001, p. 73)

The Food Market, as a public space, should be welcoming so that individuals feel belonging to the environment and part of the social logic that permeates it. It requires concern about its accessibility and the promotion of services beyond the main one.

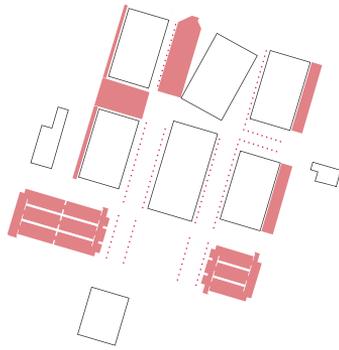
“A main function for the building to exist is necessary, but it is precisely the combination of at least two functions that create the environment of the place” (De Boer, 1993, p. 10).

Traditional food markets should host functions to become more exciting and welcoming environments. The idea is that it more expressively rescues the social part that has always been inherent in its space, and that has been increasingly sought by society in need of a physical meeting.

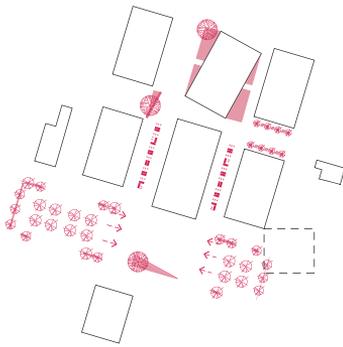


## PROJECT APPROACH

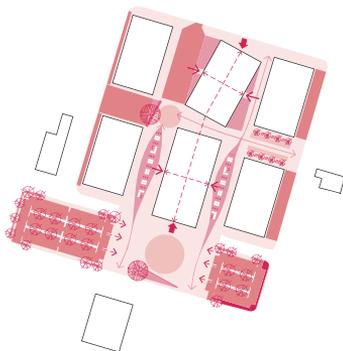
Mains axis,  
secondaries axis, and  
open spaces for events



Urban pedestrian lighting  
and parking lots  
Rearrangement of the parking  
lot to create a entrance square,  
for events and give more  
emphasis to CEASA Food  
Market structure.



Trees, gardens  
and permanent multifunctional  
buildings



Urban proposal

**Fig. 4.29.** Project approach  
illustrated by the author

## Urban

### Today

- Large parking lots mark the area
- Few sidewalks, cars, and pedestrians circulated through the same path
- Poor street lighting
- Sparse vegetation

### Proposal

Based on market squares, it would be interesting to create a public square that could be occupied through temporary stalls. Besides, it would also serve as a path between the market pavilions that form the CEASA.

With the use of vegetation and small structures (that could be used as coffee shops, snack bars, and restaurants, among others) it is able to create a more pleasing space, attracting the workers in the area, a high number due to the many institutional buildings, and making people stay in CEASA after they finish shopping.

The public square as a multifunctional space could also be used to host different events and host an urban farming space, approaching the two realities: urban and rural.

ARCHITECTURE PROPOSAL  
DIAGRAMS

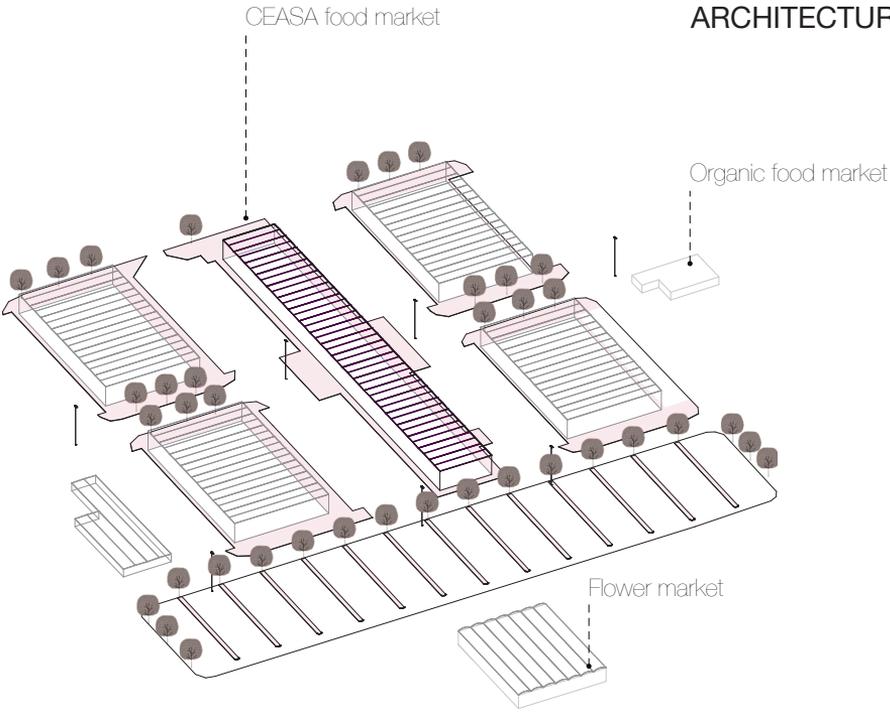


Fig. 4.30. Current situation  
Illustrated by the author

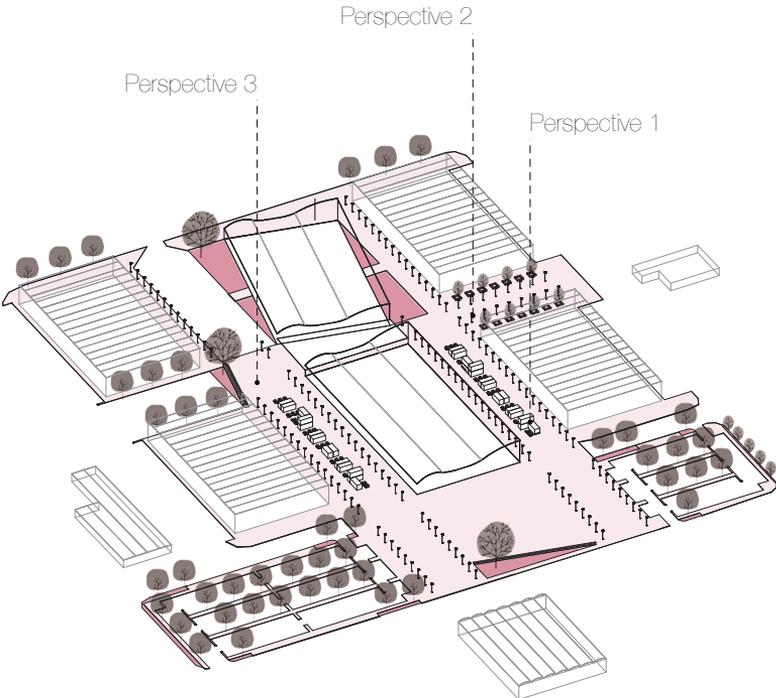
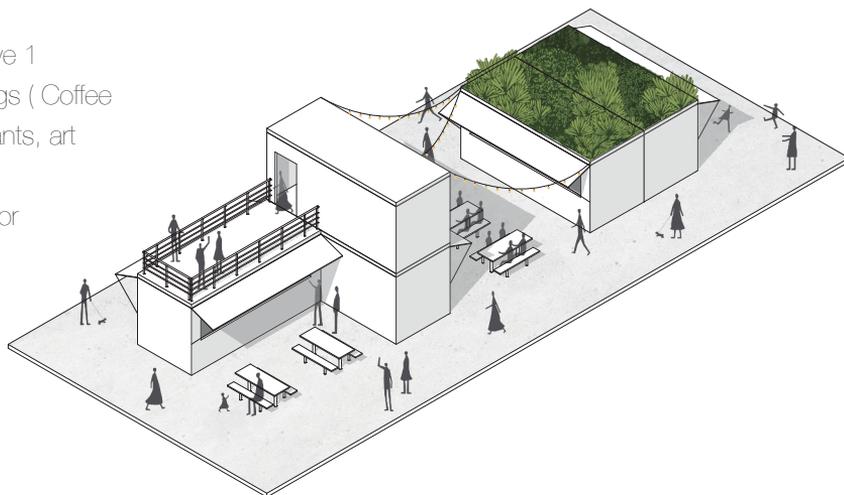


Fig. 4.31. Proposal  
Illustrated by the author

**Fig. 4.32.** Perspective 1  
Multifunctional buildings ( Coffee shops, bars, restaurants, art galleries)  
Illustrated by the author



**Fig. 4.33.** Perspective 2  
Open path spaces for sporadic street markets  
Illustrated by the author



**Fig. 4.34.** Perspective 3  
Open spaces for sporadic events (sporadic markets, manifestation, merchant reunions, open cinema, food trucks, parties)  
Illustrated by the author

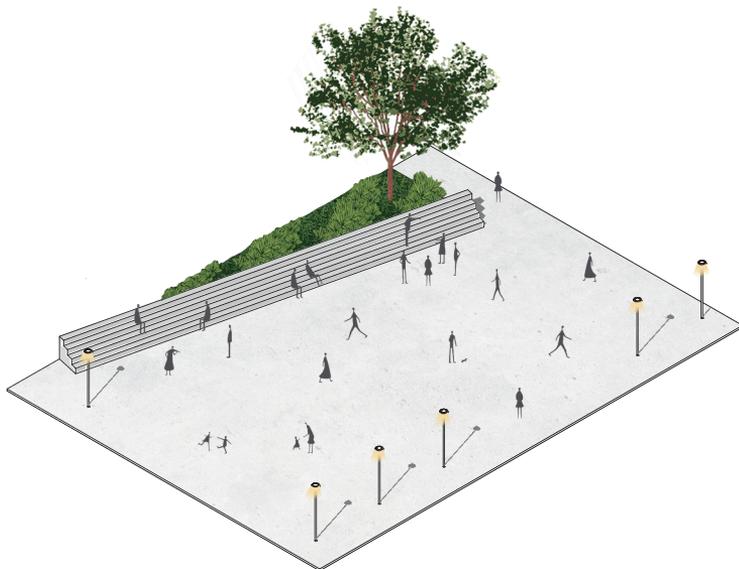




Fig. 4.35. & Fig. 4.36.  
 Urban Coffee Farm and Brew Bar  
 Source: Archdaily (2019)

Fig. 4.37. & Fig. 4.38. Orla Rio  
 Source: Archdaily (2019)

## References

Examples: Urban Coffee Farm and Brew Bar, HASSELL, Melbourne, 2013

- The temporary structure creates a “topography” with pallets that serve as farm and as street furniture.

- Use of containers as coffee shops (Archdaily, 2019)

Example: Orla Rio, Indio da Costa A.U.D.T

- Project for kiosks in Rio de Janeiro beach coast

- There is a delicate structure on the ground floor, which does not impair the beach view

- The functional area is underground, as are services offered to users, such as bathrooms. (Archdaily, Orla Rio / Indio da Costa AUDT, 2019)



Fig. 4.39. CEASA  
Source: Coelho, E (2019)

## Architecture

### Today

- Precarious structure pavilion surrounded by parking lots
- Without aesthetic value, it does not stand out within the inserted area
- Several entrances, which allows a good relationship with the surroundings, but in contrast, blind-fronted shops to the outside, create blind facade bands.
- Open internal space, behaving like a square occupied by temporary seller's spaces

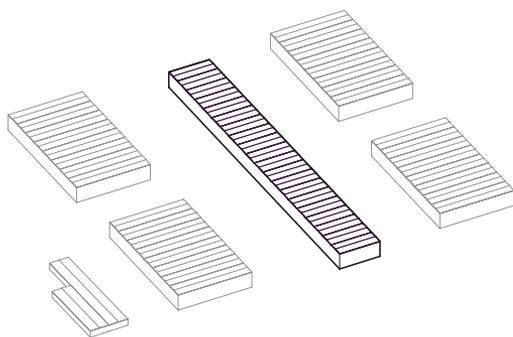


Fig. 4.X. Current situation  
Illustrated by the author

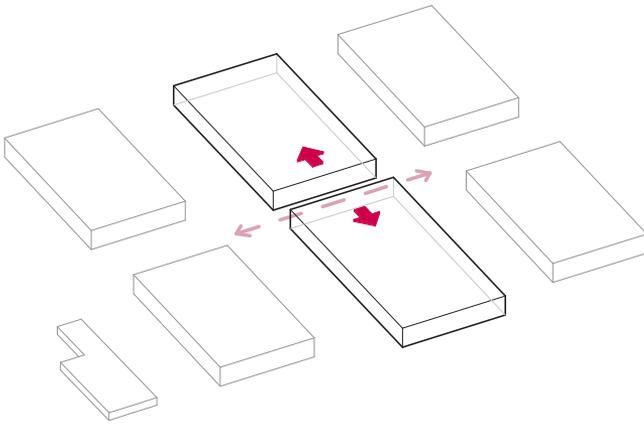
### Proposal idea

Propose a new cover structure for the food market, keeping the space as a large square occupied by sales worktop, as seen today on the spot, but, with a permanent structure, organizing better the sales spaces and the internal flow of people.

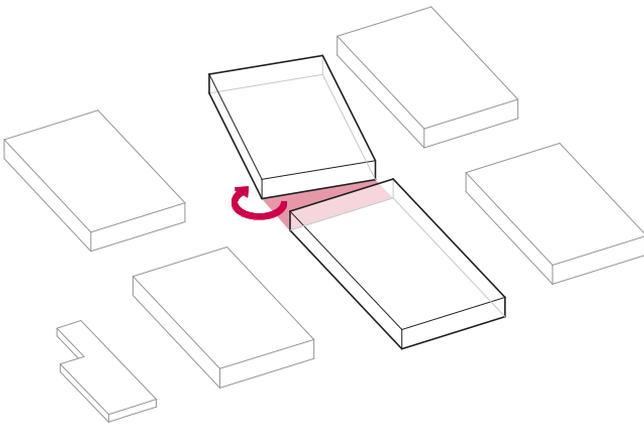
The use of a roof cover instead of a closed architectural structure, a building market, allows a better relationship between the interior and the surroundings, since functionally it is not known when one begins and the other ends. This relationship is sought by allowing a greater sense of place belonging to the public.

Worktops allow a free visual field of the space, making a sell location no more privileged than others, and allowing free communication between people. Also, these structures are multifunctional; different merchants can use it depending on the day of the week.

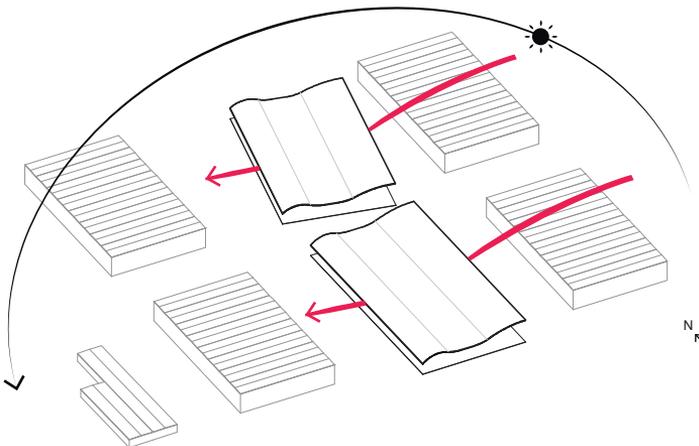
## ARCHITECTURE PROPOSAL DIAGRAMS



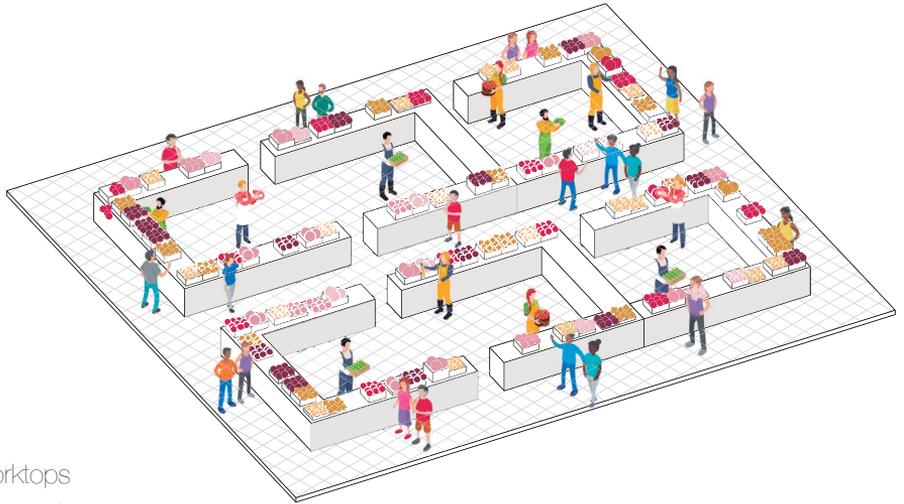
1° step: volume separation to permit a clear flow of pedestrian between the pavillions



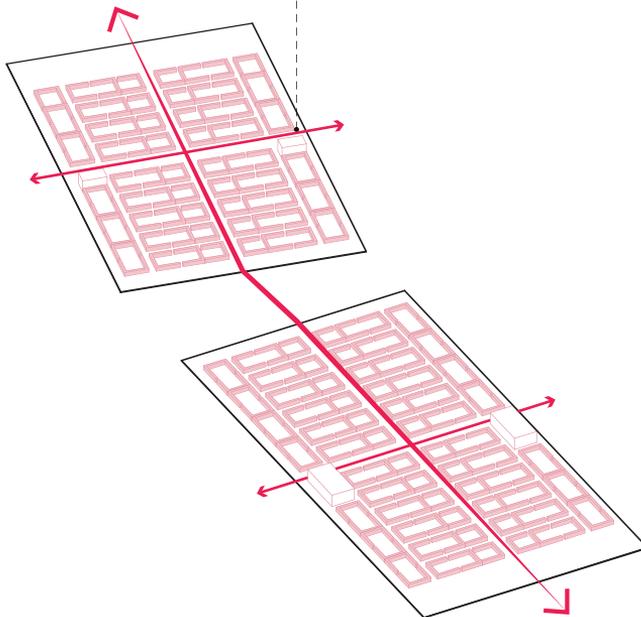
2° step: volume rotation to create spaces for gathering people and for vegetation



3° step: Create an architectural cover to give identity to the space



Permanent  
multifunctional worktops  
that allow a free visual field  
of the trade space



Permanent worktops,  
organizing better the sales  
spaces and the internal  
flow of people

**Fig. 4.40.** Architecture proposal diagrams  
Illustrated by the author

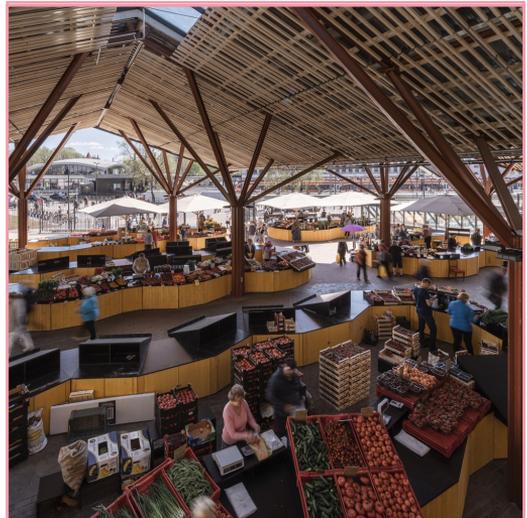
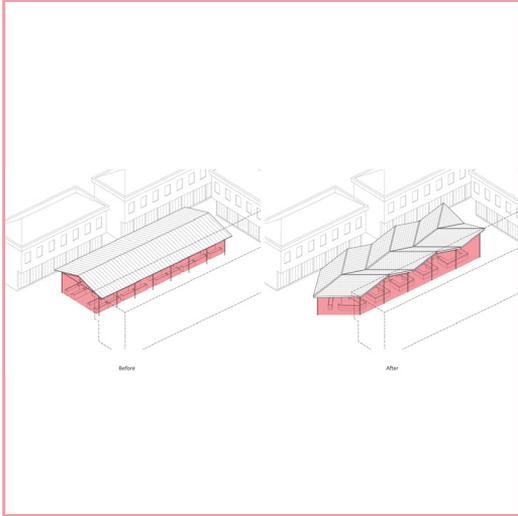


Fig. 4.41. & Fig. 4.42. Xiafu Farmers' Market  
Source: Shuang, H (2019)

Fig. 4.43. & Fig. 4.44. Baltic Station Market  
Source: Architects, K. (2017)

## References

Example: Xiafu Farmers' Market, Bengo Studio, Xiafu, China, 2003

This project was done to create a more welcoming space. Replacing the old market structure that was not used for not meeting the needs of the population (Shuang, 2019).

- The cover structure as an essential architectural element to create the space identity
- The market is accessed from all sides, allowing a strong relationship with the surroundings
- Worktops structures that allow the use by different merchants

Example: Baltic Station Market, KOKO architects, Tallinn, Estonia, 2017

This project, like the previous one, has, in its roof, structure its identity. The roof cover serves as a link between the three former two-story stone pavilions that have been restructured to host the food market, which offers services ranging from the retail food market to restaurants and cafes. (Archdaily, Mercado Estação Báltica /KOKO architects, 2017)

- Part of the ground floor features an area dedicated to the retail food market.
- Worktops structures allow the use by different merchants
- A strong relationship with the external square, since part of the worktops, come out of the cover protection, occupying the square, creating a hybrid space between the square and the building.
- Small spaces were built inside the building to house cafes, snack bars, and other services.

## B. Virtual space

“The logic of the trade space is the search for centrality” (Vargas, 2001, p. 269).

The farmers and merchants, together with the market’s administrators, should use digital marketing with great graphic value in order to stand out in the social media world. This factor is crucial in the city if we consider that Brasilia is the most connected city in the country, and most of the population is in a young age (24 to 34 years) (IBGE, Brasília, 2019), making part of the most influential age group on Instagram.

It is noteworthy that one of the points that made the traditional retail sector drop in importance was the lack of efficient management of the state and the small products themselves, which tend to depend more on a centrality already created than on promoting means to create a new one, a strategy adopted by the major trade networks.

“if it does not exist, we will look for it; if we do not find it, we will get it, and if it does not exist, we will create it.” (Vargas, 2001, p. 269)

The strategy is to focus on the economy not only product-oriented, but also market-oriented, and for that, advertising through social networks and especially through Instagram, creating a brand with high aesthetic value, but that is mutable, adapting to new trends and real needs of the population.



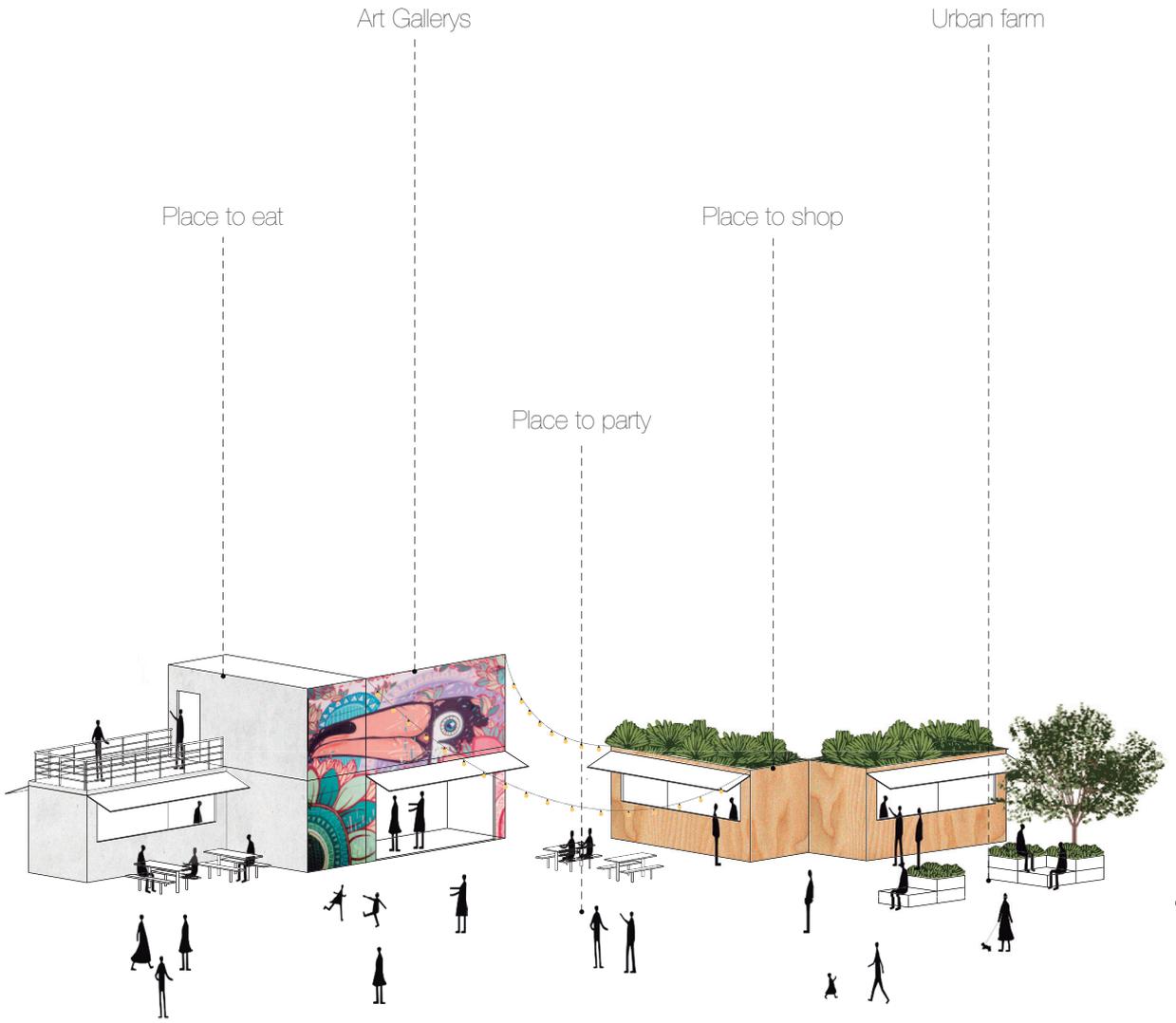


Fig. 4.45. Dynamic spaces, that can promote different activities  
Illustrated by the author

## Place branding and Instagram

Today

- Management focused just on the product
- Instagram and photos without great aesthetic value
- Do not promote temporary events

Proposal

Create a social media platform more concerned with logo and branding design with graphic design values, not just product-focused, but also in the urban and architectural environment, which would have aesthetic values that would appeal to the general public.

The union of the virtual image with the physical image of the space would create a mental image of the place that would allow its use by different social groups according to the events promoted, allowing the space to be more dynamic, being used for more hours of the week, creating a new centrality, this is, a meeting place for people and products that provides diverse activities from shopping to recreation.



Fig. 4.46. Create appealing graphic design logos and illustrations  
Illustrated by the author



Fig. 4.47., 4.48, 4.49 & 4.50. Contém" occupation - MimoBar  
Source: Prisco (2019)

## Reference

Example: “Contém” occupation - MimoBar, Brasilia, Brazil, since 2017

With a temporary character, the initiative occupies for a while unused or misused spaces in Brasilia, giving them visibility, showing that when well used and with good publicity, they can become new centralities of urban life. Turning cold shoulders spots in hot spots.

It is currently permanently occupying an abandoned area of Brasilia, a former public swimming pool. The restructuring of the space was made through punctual elements, such as containers that serve as bars, art galleries, restaurants, and shops. In addition to the permanent services offered by the containers, a variety of events take place according to the day of the week, such as open-air cinema, night parties, concerts, etc., creating a dynamic space that can please many groups of people. The producers and creators of the spaces know how Instagram is indispensable for the success of the project, creating Instagram sceneries to take pictures. (Prisco, 2019).

We see in this example that the physical space is the stage of a virtual construction of the place through the use of strategies to represent the idea of space in social media. Thus, the initiative depends not only on the physical space but on the idea that people have about it, as a unique, exciting, differentiated place. Even if the initiative occupies other locations, people already know what to expect. Almost guaranteeing the success of the new place as a hot spot.



## CONCLUSION

Promoting changes in this space, both physical and virtual, would allow the place to become a centrality in the city, broadening its target audience by promoting activities and events beyond commercial activity, while giving visibility to it as crucial for the functioning of the city.

Social networks as a place branding tool should promote the continued development of the local image, adapting to new trends and the needs of the population.

The food market physical space was thought of as an ample open space covered by a roof instead of an enclosed and sophisticated building. The choice was made for today's merchants to be able to identify the place, being able to make a mental link of how the space was before and after. Thus, the sense of belonging is maintained while space gains design improvements, as a better organization through the fixed worktops and visual identity through an architectural roof structure.

Other activities and events would take place in the square, since this space historically, as seen in chapter 1, has always been a hybrid space, housing a variety of

activities, provided that there is a flow of people. Due to the need for constant adaptation to new trends, the square would fulfill this function through the use of multifunctional and adaptable furniture, and working as a space for events, such as the occurrence of temporary street markets.

With the involvement of society through social media, people would be more informed about the importance of food markets and motivated to visit the place. The traditional public market would be reaffirming as a meeting place for people to buy food products but also as an entertainment spot, a role that they have already played in history.

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## FIGURE REFERENCE

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source: IBGE (2019)

**Fig. 4.19** / p. 104, illustrated by the author,  
source: IBGE (2019)

**Fig. 4.20** / p. 105, illustrated by the author,  
source: IBGE (2019)

**Fig. 4.21** / p. 105, illustrated by the author,  
source: IBGE (2019)

**Fig. 4.22** / p. 106, illustrated by the author

**Fig. 4.23** / p. 107, illustrated by the author,  
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**Fig. 4.24** / p. 108, source: Google Earth

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**Fig. 4.39** / p. 118, source: Coelho, E (2019)

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**Fig. 4.41** / p. 122, source: Shuang, H (2019)

**Fig. 4.42** / p. 122, source: Shuang, H (2019)

**Fig. 4.43** / p. 122, source: Architects, K (2017)

**Fig. 4.44** / p. 122, source: Architects, K (2017)

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