



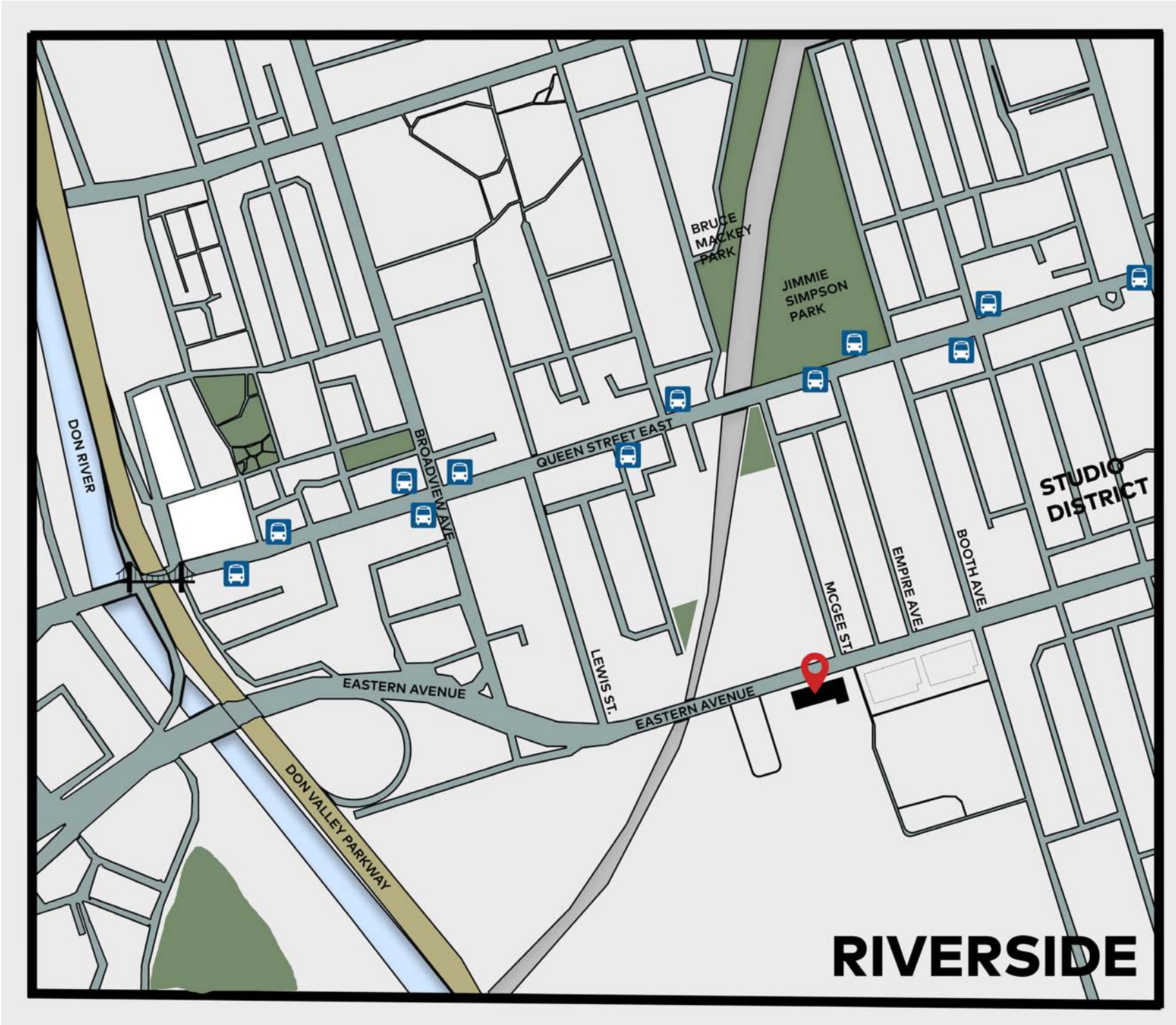
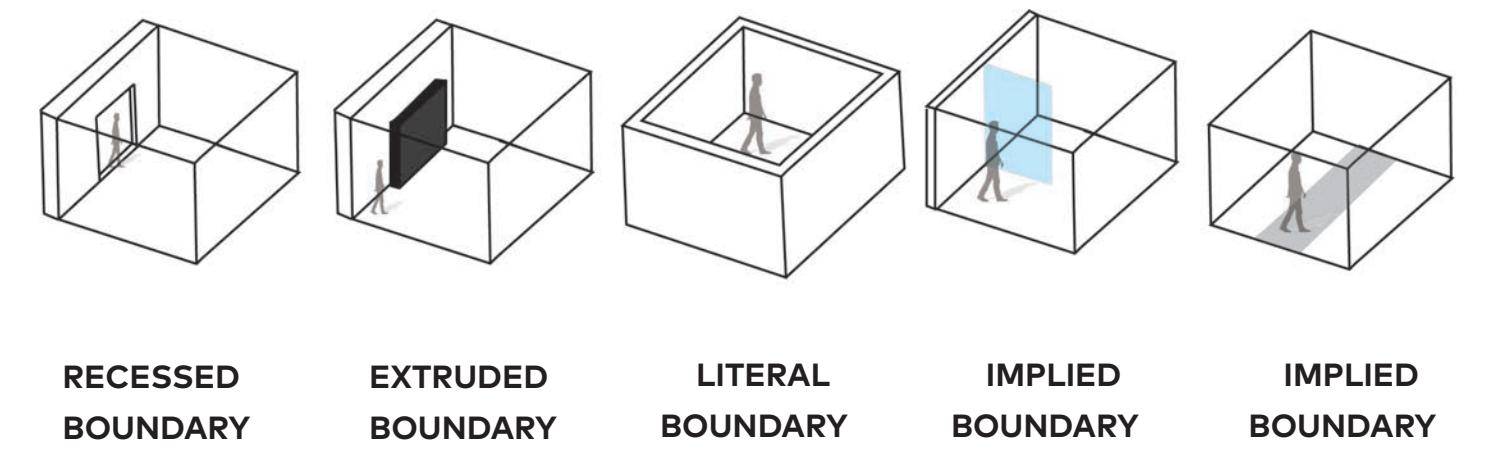
ABOUT | EAST END MARKET HALL

The East End Market Food Hall is a market food hall located at 415 Eastern Avenue, Riverside, Toronto. Through research, it was found that there is a loss of uniqueness in the cultural landscapes in which food retail and hospitality spaces reside due to the rise of commercialism, mass consumption, and the obsession with speed and movement. Because of this fast paced culture we live in, people are losing their connection to their food, not knowing where it is grown, how it is made, and who makes it.

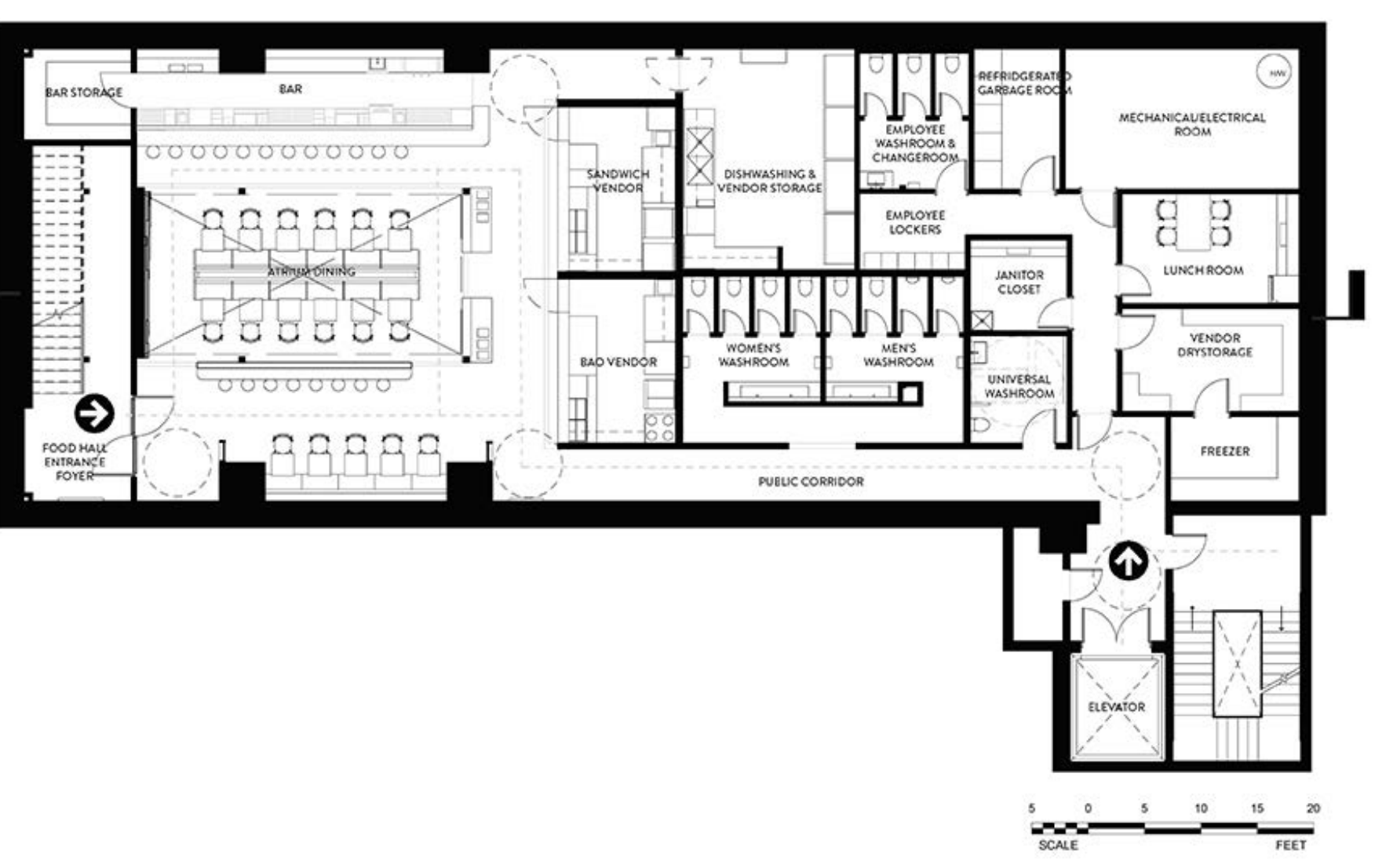
Thus the vision of the East End Market Food Hall is to become a place where the Riverside Community and surrounding local food communities can connect people, food, and place on a deeper level. Using the philosophies and methodologies of the Slow Food Movement, the East End Market Food Hall emphasizes the importance of locality and preservation of food tradition and knowledge to develop and connect the Riverside community further.

THE IDEA | BOUNDARY

The East End Market Food Hall's concept explores how boundaries can create a place in space, direct experiences, and create different levels of intimacy in a social setting like a market food hall.



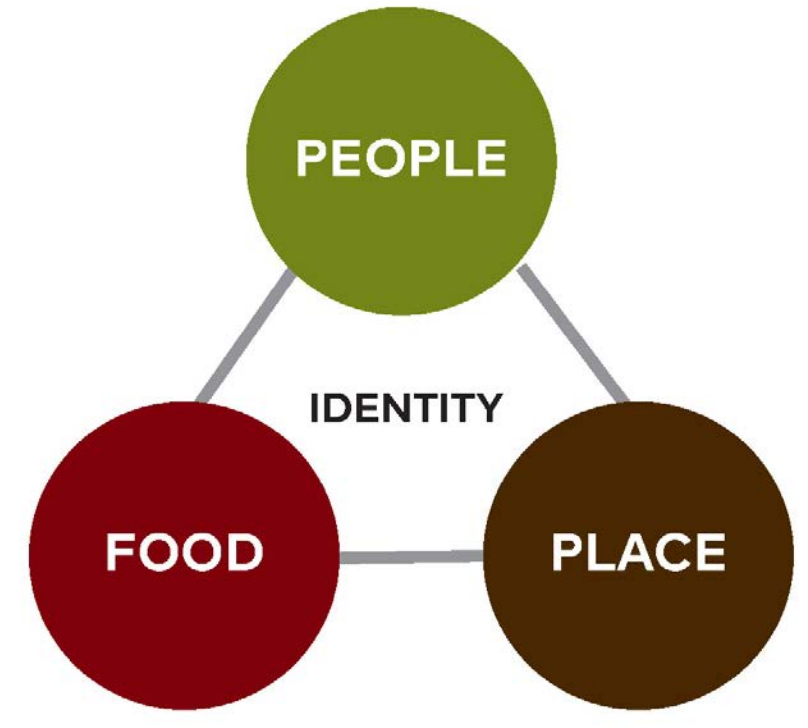
BASEMENT | FOOD HALL



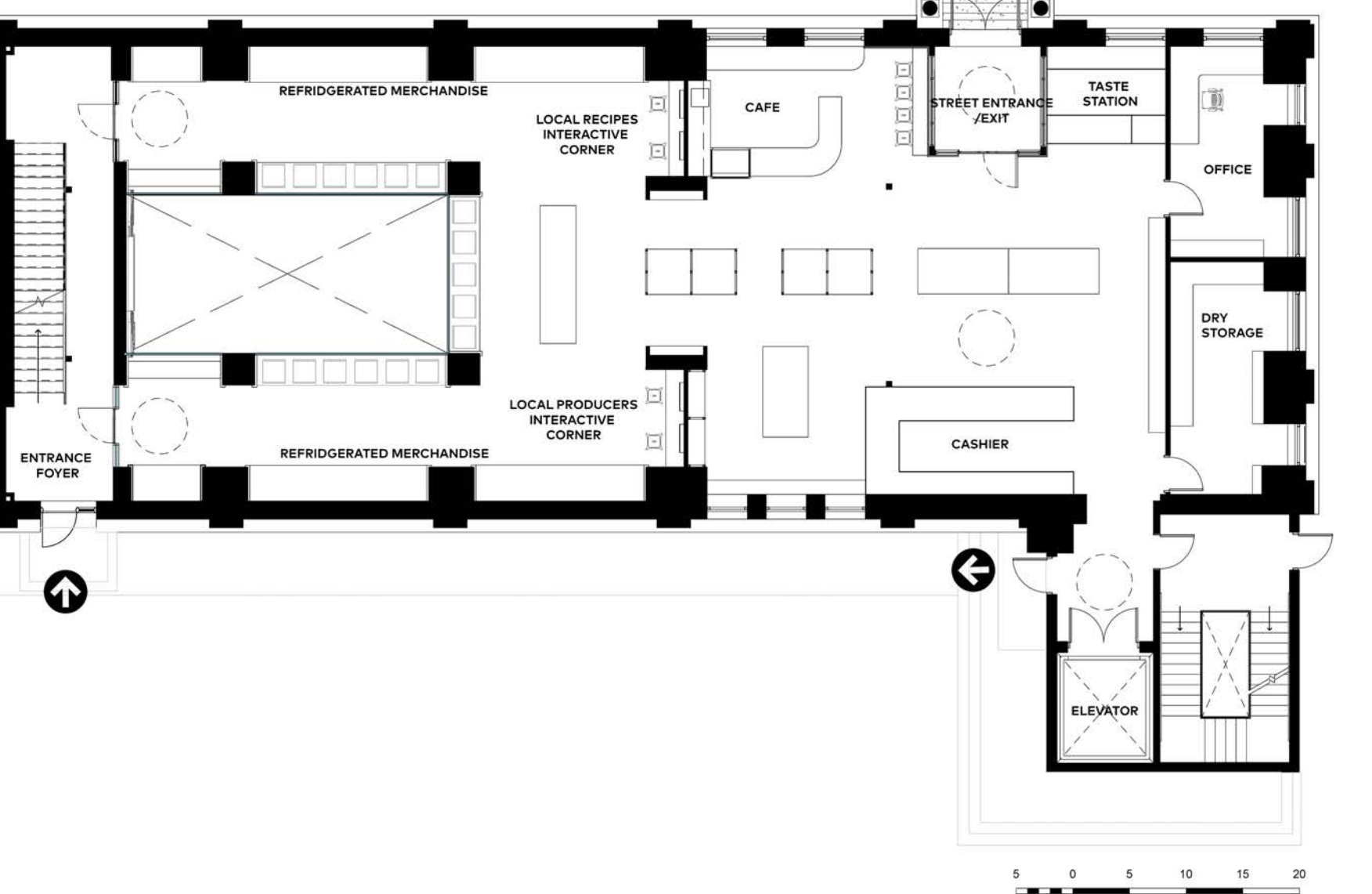
THE SLOW FOOD MOVEMENT | THE PHILOSOPHY

The Slow Food Movement is the "anti-thesis" to McDonaldization and a counter movement to the rise of fast food and its associated standardization of taste and homogenization of culture. This philosophy has guided the design of the East End Market Food Hall

- GOOD CLEAN FAIR**
Promoting quality, tasteful, sensorial food in a way that does not harm the environment, promotes sustainability, and treats producers fairly.
- SLOW LIVING, SLOW FOOD**
Practicing deliberation, intention, and finding meaning in a fast paced society.
- PLEASURE & CONVIVIALITY**
The right to sensory pleasure of good food in a convivial manner.
- CONNECTING COMMUNITY**
Connecting the plethora of food trades linked by geography, region, or territory to preserve biodiversity, food tradition, and knowledge.



GROUND FLOOR | GROCERY MARKET



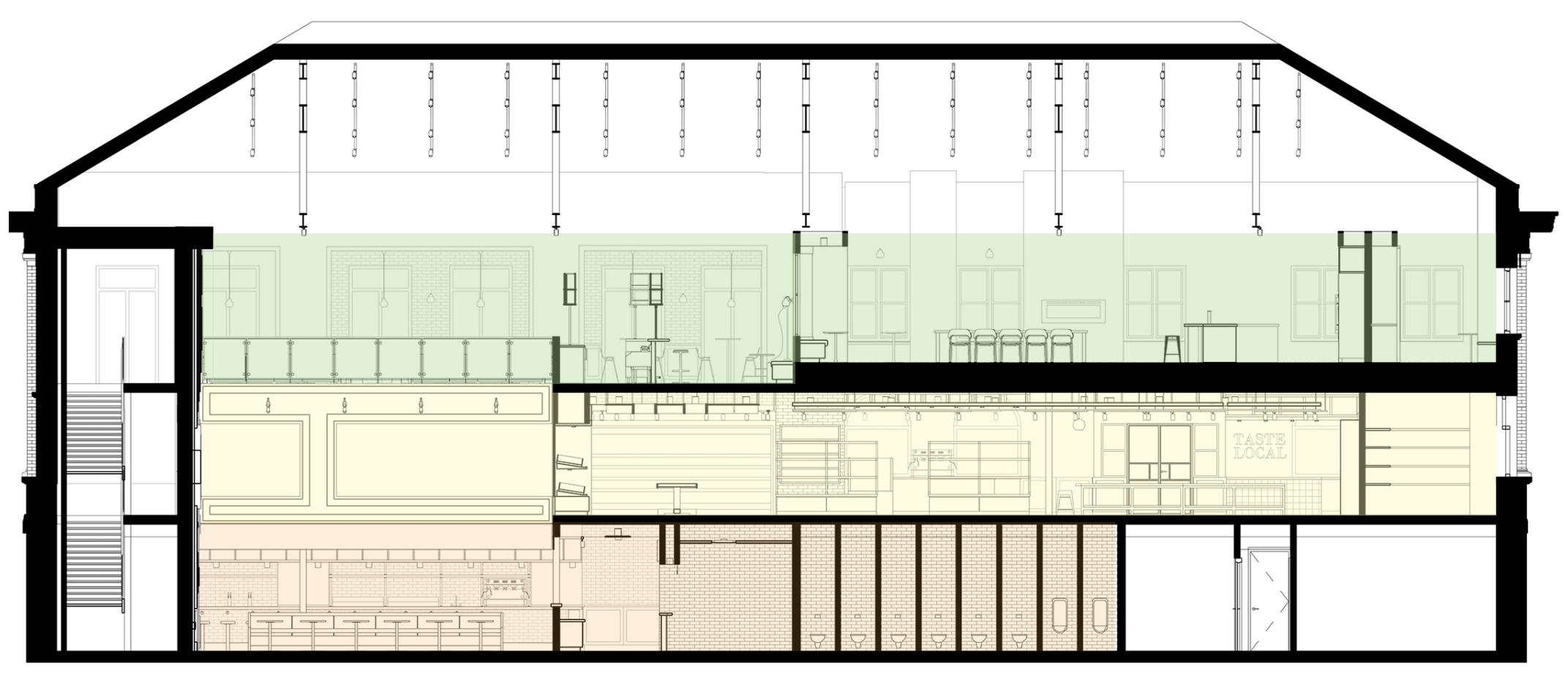
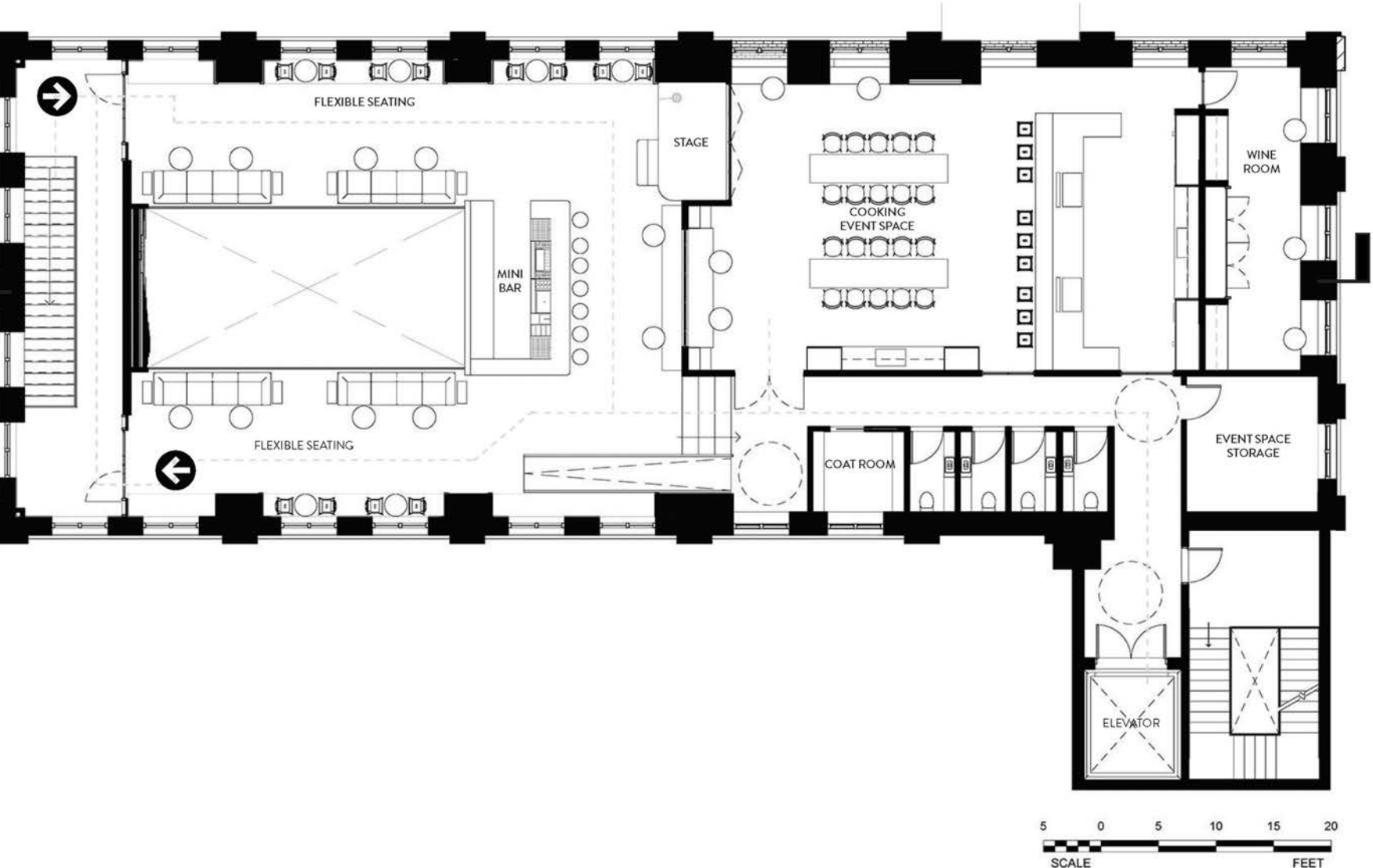
EVIDENCE BASED DESIGN | THE FINDINGS

Through the literature review and surveys conducted with people associated with the Slow Food Movement and the hospitality design industry, it was found that in order to connect the Riverside community with the East End Market Hall on a deeper level, there needs to be:

- Networking Spaces
- Learning Opportunities
- Multisensory Experience
- Social Interaction + Conviviality
- References to Local Icons, History, Culture, + Place
- Flexibility

MAIN PROGRAMMED SPACES

SECOND FLOOR | EVENT SPACES



EVENT SPACES GROCERY MARKET FOOD HALL

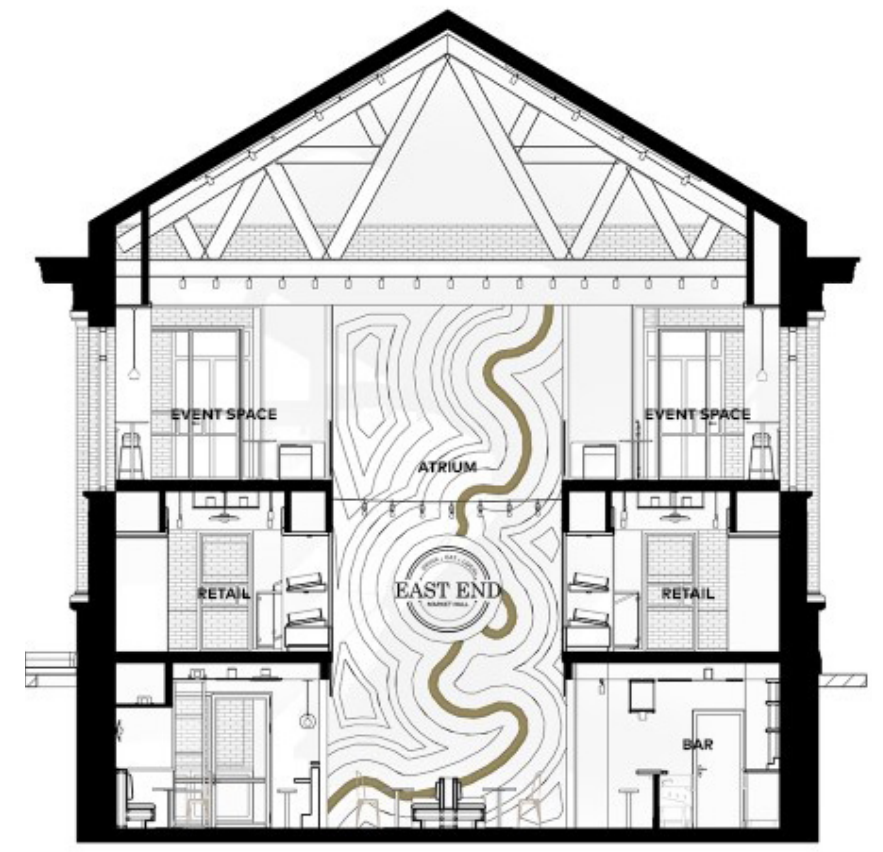
DRINK • EAT • LOCAL

EAST END

MARKET HALL

LOCAL ICON | THE DON RIVER

Through the literature review and surveys, it was found that what connects people to the places they enter, is that there is recognizable and personally identifiable points in the space. Particularly, this can be seen through local icons, heritage pieces, local art and so on. In the case of the East End Market Food Hall, the atrium wall made of sheets of local oak wood, is inspired by the Don River that runs through the Riverside neighbourhood.



01 FOOD HALL ATRIUM WALL The atrium wall is a central art piece, inspired by the original shape of the Don River and the topography of Riverside. Through research, having a local icon piece makes the East End Market Food Hall have a sense of place relevant to the Riverside Community.



A convivial and multisensory experience with open vendor cooking, and millwork seating within the atrium space. Materials in this particularly reflect the buildings Edwardian heritage with the use of encaustic tiles.

FOOD HALL VENDOR & DINING 02



03 FOOD DISPLAY & INTERACTIVE SCREENS Fresh product displays are like walking through an art gallery - they are meant to be appreciated slowly. The interactive screens are for learning about local food producers to further connect people, food, and place.

- OAK HERRINGBONE FLOORING
- MARBLE
- OAK
- CONCRETE WALLPAPER
- ENCAUSTIC TILE
- ENCAUSTIC TILE
- CEMENT FLOOR TILES
- RED EDWARDIAN BRICK
- RED FAUX LEATHER UPHOLSTRY
- GREEN TILE
- WHITE TILE
- BLACK TILE



CHARACTER OF SPACE

The interior of the East End Market Food Hall represents the community of the Riverside neighbourhood, combining Victorian and Edwardian materials and an industrial feel as a reflection of the heritage of the 415 Eastern Ave building. Also offering to the importance of a multisensory experience, deep colours reminiscent of food and using materials that look and/or feel textural add to the experience of people, food, and place.



A convivial and multisensory experience with open vendor cooking, and millwork seating within the atrium space.

EVENT SPACE 04



The cooking event space can be used for chef cooking demonstrations, food filming, corporate events, private events, and so on.

COMMUNAL DINING 05