INTRODUCTION
Portland Public Market Terminal Studio will ask students to re-imagine a long-lost archetype; we will work towards making the public market relevant to contemporary design trends, Portland’s local urban context, and a new breed of technology/sustainability savvy consumer. The topic of the studio offers a content-rich vehicle for students to explore their individual architectural interests, as well as the ingredients for a speculative creative process that addresses issues of tectonics, form, materiality, sustainability, urban planning, technology and branding. The challenge will be the design of a new public market that assumes a landmark status in Portland and establishes an authentic connection with program and community alike.

The studio will work hand in hand with The Historic Portland Public Market Foundation, a nonprofit organization made up of a diverse group of Oregonians committed to creating a public market to showcase the state’s bounty and honor Oregon native James Beard. This partner will provide students with direct feedback and program support throughout the design process, with the hopes that the studio work will bring to light new opportunities on the proposed site, more insight into the program, as well as innovative architectural solutions related to sustainability and interactive media.

PROGRAM & SITE
Of the many building projects planned for Portland’s downtown in the next decade, the new Portland public market will have one of the greatest impacts on the city’s social, urban and cultural landscape. Much like its contemporaries around the world the public market promises to become a unique space that connects people and food in an energetic environment that attracts both locals and tourists. The new market will be Portland’s first daily, year-round, indoor-outdoor marketplace showcasing the bounty of Oregon’s lands and waters; a physical manifestation of Portland’s reputation as a town with great food, branded local values and sustainable business practices. The market will be located at the west end of the Morrison Bridge in downtown Portland and will feature (at minimum) 50 to 60 permanent vendors, 40 day tables, a full-service restaurant and a teaching kitchen.

The proposed site brings with it a whole set of challenges. Part of the program will sit underneath the bridge, with the remaining market being located in the two lobes bounded by the bridge off-ramps. Issues of accessibility will be of prime concern, as the flow of people, vehicles and product will be constant. The development of the Morrison Bridgehead Project will also include a neighboring 18-story, iconic tower owned by the Melvin Mark Development Company. Students will get to decide as to whether or not they would like to include the design of the tower element in their studio project. Along these same lines, students will have the option of proposing a different site for the market in downtown Portland if their research points to a different location.

DESCRIPTION
The terminal studio will encourage students to become immersed in the culture of the program and the urban setting in which the project exist. Just as Pioneer Square acts as Portland’s centrally located “living room”, the new public market is poised to become “Portland’s kitchen” on the water. Within this theme, students will be asked to develop a unique approach to the public market typology as it relates to Context, Process, and Expression:

Context: Architectural / Urban / Environmental / Cultural Factors
Emphasis will be placed on understanding the social, economic, environmental, technological and cultural context of key architectural design concepts by way of lectures, readings, case studies, and directed research. Students will be required to understand both past and current architectural, technological and sustainability trends before embarking on proposals for the proposed site.

Process: Research, Analysis & Design
Emphasis will be placed upon the development of a clear architectural design process. This will be achieved by way of research, analysis, typological studies, organizational strategies, and other creative speculative exercises that are iterative in nature.

Expression: Form, Construction Methods and Representation
Emphasis will be placed upon the development of formal and spatial strategies through the use of architectural elements, planning principles, organizational strategies, composition, typology, scale, proportion, massing, and materials.

SEMINAR
A seminar course will be offered in the Fall Term of 2014 with the purpose of getting students acquainted with the client, program, site and typology. Work during this term will be research driven and aimed at providing students with a conceptual framework in preparation for the Winter Term kick-off.

Interested students are encouraged to send any questions regarding the seminar class or any other terminal studio related matters to sguivern@uoregon.edu.