HOW FOOD STALLS CAN ACTIVATE PUBLIC SPACES IN AMSTERDAM EAST

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In this poster, you will find an information about the preliminary stages of an ongoing Neighborhood Public Space Project: "THE PLATFORM POP UP MARKET" initiated in Amsterdam in April 2012 by the Authors [1].

ABOUT PROPOSAL

"Pop Up Market" consists of a number of stalls at various locations to show up for an afternoon or an evening to form a street market that is

WHY?

In Amsterdam, the strong role of organizational bodies in the regulation of street eatings leads to the following problems:

- It discourages to deal with street food in more informal and creative ways (people);
- It prevents an access of market by those without any formal networks of producing or selling food on the street such as neighborhood residents (people);
- It leads to the missed opportunities to activate public spaces that are not fully used through a convivial practice: street eating (locations).

So, WHY NOT providing a platform which can indicate particular public spaces as potential places for street eating and mediate the relations between vendors and the organizations to facilitate street eating as a PLACE MAKING STRATEGY?

HOW?

practice informed research

STEP-1
We started with locating "inactive" public spaces in Amsterdam East District / Dapperbuurt:

squares
under railway
parks

STEP-2
We made a socio-cultural analysis to gain the "silent" knowledge through dialogue and research:

We spoke to inhabitants of the neighborhood to know whether there would be any interest in participating in the platform of pop up market; either as a vendor, or a buyer.

STEP-3
We create an enthusiasm through other mediums: We wrote articles about markets and their role in the neighborhoods and propose practical solutions to overcome problems that we indicate in the public spaces:

We mapped activities and use patterns in the neighborhood and indicate places which are not fully used but able to accommodate pop up markets.

STEP-4
We contacted to power structures and found people who really make things happen. We anchored the project;

city council
organizational bodies
who control street food hygiene institutions

STEP-5
We pulled back and specify our proposal based on newly gained local knowledge:

We need to stress more emphasis on creating a lasting legacy of the project.

Conclusion

The most important thing that we learned from this process is that we need to stress more emphasis on creating a lasting legacy of the project: "The Platform Pop up Market".

This will enable the City Council to support the project financially.

[1] The project of The Platform Pop Up Market is an initiative of Freek Janssens, Rene Kuiken and Ceren Sezer.
[2] If you would like to know more about the details of the project please contact to the authors of this poster by e-mail.