

Architecture as a Recipe

Exploring the potential of Ingredients in a Narrative

Final Year Thesis Report

In Partial Fulfillment of the Requirement for the Degree of

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Presented by

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ARCHITECTURE AS A RECIPE

Thesis Report

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Thank you,

To my parents, Ammi and Abu, for supporting me every step of the way and encouraging me even on my lowest of days. To Abu, for going to all obscure places with me and taking interest in everything. To Ammi, for listening to my all my stories and always uplifting me.

To my siblings, for bearing with my mood swings.

To my nephews, Rayed and Daoud, for always cheering me up.

To my friends for offering me help when I felt stuck and going on wonderful adventures with me.

To my thesis advisor, Sir Abdullah Omar, for having patience with me and encouraging me every step of the way

ABSTRACT

Food and the city are inseparable. In-fact, food is a very tactile representation of the culture and traditions the city has to offer. From street-food to high end restaurants, each space of celebration of food, tells a story about the life of the people in that region. Each particular space represents the raw, medium and well-done stages in a recipe. Similarly, architecture is also the reflection of the lifestyle and culture of a region. Both are basic human necessities but are often elevated through design. Both are often used as a medium to bring people together. This project explores the potential of architecture as a recipe. A recipe has a narrative to it, a procedure of steps to be followed which take the ingredients from raw, medium to well-done. Similarly, architecture curates experiences in a manner which can be sequential. While, food is a major part of our daily lives, this thesis explores a story of food in the context of Rawalpindi. A recipe has transparency in it, this transparency is explored in terms of the steps of the process and porosity in architecture. From fresh, to being cooked, to being served, this space creates a narrative between all these different steps of the recipe, allowing different level of transparency with the public. Hence, creating a tweaked narrative for different user groups according to their need. It does so by first collecting and analyzing quantitative and qualitative data about different culinary spaces within the context. It creates a one stop space to celebrate food, share it and teach about it all while following the narrative of architecture as a recipe. While this project explores the possibilities of designing a space like following a recipe, it also explores the opportunity to represent all stages in a literal recipe and change the dining experience. It focuses on enhancing the experience through experiential circulation which not only guides the user but also the individual ingredients of the space. It also explores the idea of bringing together different ingredients to form the final dish and represent it architecturally in terms of form and experience. The dining experience need not be as bland as it has become, but, can be more interactive no matter the scale of the space All this is done in order to reconnect the citizens with not only food, but also each other and give them a chance to celebrate their food, context, and themselves.

Keywords: recipe, narrative, steps, transparency, porosity, culinary spaces, experiential circulation

CONTENTS

ABSTRACT	v
LIST OF FIGURES	4
LIST OF TABLES	6
CHAPTER 1: INTRODUCTION	7
1.1 BACKGROUND	8
1.2 THESIS STATEMENT	10
1.3 RESEARCH QUESTION.....	11
1.4 RESEARCH OBJECTIVES	11
1.5 DESIGN OBJECTIVES	11
1.6 SIGNIFICANCE OF RESEARCH	12
1.7 OVERVIEW OF CHAPTERS	12
1.8 RESEARCH METHODOLOGY	12
1.9 CONCLUSION	13
CHAPTER 2: LITERATURE REVIEW	14
2.1 INTRODUCTION.....	15
2.2 LITERATURE REVIEW	15
2.2.1 RECIPE.....	15
2.2.2 RELATION WITH FOOD	16
2.2.3 FOOD AND THE CITY	17
2.2.4 FOOD AND SENSORY EXPERIENCE	17

2.2.5 CONCLUSION	18
2.3 RESEARCH METHODOLOGY	18
2.4 RATIONALE TO PRECEDENCE SELECTION	20
2.4.1 NARRATIVE	20
2.4.2 FLEXIBILITY.....	21
2.4.3 FORM	21
2.4.4 CONTEXT	22
2.4.5 CONCLUSION OF PRECEDENTS.....	23
2.5 DESCRIPTION	23
2.6 ANALYSIS	24
2.7 SYNTHESIS	24
2.8 CONCLUSION	25
CHAPTER 3: PROGRAMS.....	26
3.1 INTRODUCTION.....	27
3.2 ARCHITECTURAL TYPOLOGY	27
3.3. PERCEIVED SPATIAL NATURE.....	28
3.4 PROGRAM BRIEF	29
3.5 CONCLUSION	31
CHAPTER 4: SITE.....	33
4.1 INTRODUCTION.....	34
4.2 SITE AND THESIS STATEMENT	37
4.3 SITE AND PROGRAMS	38
4.4 SITE AND CONTEXT	39
4.5 SITE STUDY AND ANALYSIS	41

4.6 CONCLUSION	44
CHAPTER 5: DESIGN PROCESS	45
5.1 INTRODUCTION.....	46
5.2 DESIGN TRANSLATION	47
5.2.1 THESIS STATEMENT INTO PHYSICAL FORM	47
5.2.2 THE CONVERSION OF DISCOURSE INTO PROGRAM	47
5.2.3 TRANSPARENCY.....	48
5.2.4 DESIGN DEVELOPMENT PROCESS	52
5.3 SPATIAL CONNECTIONS	53
5.4 CONCLUSION	55
CHAPTER 6: DESIGN OUTCOME.....	56
6.1 INTRODUCTION.....	57
6.2 DESIGN DESCRIPTION	57
6.2.1 THESIS STATEMENT JUSTIFIED	58
6.2.2 INTERVENTIONS TO FINAL DESIGN	58
6.3 CONCLUSION	62
REFERENCES	64
GLOSSARY	a
APPENDIX	b

LIST OF FIGURES

CHAPTER 1: INTRODUCTION

Figure 1.1 Relation between food and architecture.....	8
Figure 1.2 Illegal encroachment of food kiosks in Commercial Market, Satellite Town, Rawalpindi.....	9
Figure 1.3 The process from ingredients to whole.....	10

CHAPTER 2: LITERATURE REVIEW

Figure 2.1 Timeline of Food Retail	16
Figure 2.2 Stages of Food Retail: Raw, Medium, and Well-done.	17
Figure 2.3 Plan of West Louisville Port	20
Figure 2.4 Narrative of circulation of West Louisville Port.	20
Figure 2.5 West Louisville Port.....	20
Figure 2.6 Flexibility in modules.	21
Figure 2.7 Highlighting the form of The Culinary School by OMA.	22
Figure 2.8 Design 3D by RC Architects.	22
Figure 2.9 Interweaving the context with site.	22
Figure 2.10 Plan of Salt Lake City Center.	23
Figure 2.11 Narrative of recipe.	24

CHAPTER 3: PROGRAMS

Figure 3.1 Individual blocks coming together to form one building.....	28
Figure 3.2 Concept Collage.	28
Figure 3.4 Blow-Up of zoning.....	31
Figure 3.3 Zoning of general functions.	31
Figure 3.5 Summary of narrative of programs.....	32

CHAPTER 4: SITE

Figure 4.1 Evolution of relation with food.....	34
Figure 4.2 Local food hubs of the twin cities	35
Figure 4.3 Strength, Weakness, Opportunity and Threat Analysis of possible sites	36

Figure 4.4 Section of context of site	37
Figure 4.5 Variety of kiosks in Commercial Market, Rawalpindi	38
Figure 4.6 Macro Context.	39
Figure 4.7 Road network near context.	40
Figure 4.8 Contours on meso and micro scale.....	41
Figure 4.9 Sun path.	41
Figure 4.10 Collage showing old and new character of commercial market.....	42
Figure 4.11 History of site	43

CHAPTER 5: DESIGN PROCESS

Figure 5.1 Exploring the narrative of raw, medium and well-done.....	46
Figure 5.2 Ingredients from individual units to one whole.....	49
Figure 5.3 Porosity in Form.	50
Figure 5.4 Different types of circulation	50
Figure 5.5 Circulation bringing together the entire form.	51
Figure 5.6 Using building design to bring system into the context.	52
Figure 5.7 Analyzing context for key nodes.	53
Figure 5.8 Concept collage showing form development.	54

CHAPTER 6: DESIGN OUTCOME

Figure 6.1 Taking cues from the curve in context.....	59
Figure 6.2 Shading under the raised platform	59
Figure 6.3 Heart of the space.....	60
Figure 6.4 The changes in porosity of circulation.	61
Figure 6.5 Materiality changes.....	62

LIST OF TABLES

Chapter 2: Literature Review

Table 2-1 Reasons for visitors of Commercial Market to not visit the public park in the center 19

Chapter 3: Programs

Table 3-1 Relationship Matrix 30

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

1.2 THESIS STATEMENT

1.3 RESEARCH QUESTION

1.4 RESEARCH OBJECTIVES

1.5 DESIGN OBJECTIVES

1.6 SIGNIFICANCE OF RESEARCH

1.7 OVERVIEW OF CHAPTERS

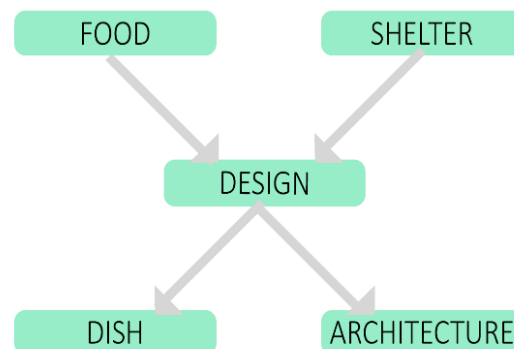
1.8 RESEARCH METHODOLOGY

1.9 CONCLUSION

People who eat together, stay together.

Food is a basic human need, something that offers us nutrition and flavor. Nonetheless, it offers more than just that, it invokes more than just the sense of taste. In fact, one of our first interactions with food is visual, when we see the item, absorb its colors, its arrangement and its visual textures. Then we understand the physical texture when we touch it, pick it up to reach our mouth where we finally taste it and hear its sound, its crunch or lack of it. Therefore, the experience of food is so much more than just taste, it evokes all our senses on individual level. The experience of food on communal level has even more layers of complexities to it. It involves an element of sharing, weather it is sharing of food, recipes, ideas, stories, space, creativity, traditions, cultures or knowledge. It brings together communities in a shared space. Like food, another basic human need is that of shelter; building and architecture.

Both, food and architecture are more alike than we realize. Both are fundamental human necessities and both are often elevated by design. This design, in both cases, follows certain principles. The aim of the design in both cases is to invite people, or alas, that is what it should be.



*Figure 0.1 Relation between food and architecture.
Source: Author*

1.1 BACKGROUND

The relation of humans, food and space is one of the oldest ones. Both, food and space have evolved from being indispensabilities to being carefully designed and curated into leisure and exclusivities. Food and spaces, especially the spaces we eat in reflect the character, culture and

traditions of the cities they occupy. As such, exclusionary spaces portray the image of a city that discriminates. Food and the city are inseparable. By making eating spaces inclusionary, the city becomes more tolerant. Hence, it is suffice to say that food and architecture play an important role in our cities and are both similar in many aspects.

The city of Rawalpindi is known for its food, but, food, especially, the one sold on vendor kiosks is not given its due respect. The same food which the city is famous on, is often sold on illegal encroachments. A similar dilemma is faced in Commercial Market in Satellite Town, Rawalpindi where the intricate market fabric is scattered with illegal encroachments of food spaces which cause a hindrance in the traffic. Hence, this not only causes a hindrance for the public but also, food is not given the due respect it deserves.



Figure 0.2 Illegal encroachment of food kiosks in Commercial Market, Satellite Town, Rawalpindi.

Source: Author

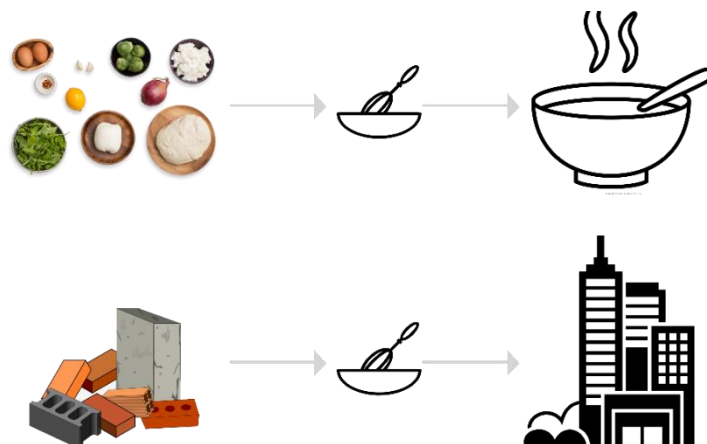
Food places, much like food itself are divided into three categories; raw, medium and well-done. (Franck 11-20) Raw being the spaces like vendor kiosks, which as the name suggests, have raw, almost undone, architecture. Well-done spaces are fine-dining spaces. Their architecture is, as the name suggests, well-done, or perhaps, it is overcooked to some people. Everything in between these two extremes is medium. All these spaces have certain character to them.

The dining experience is gradually becoming rather bland. With eateries being enclosed in boxes, cut off from the context, the dining experience has been reduced to just eating. The

community aspect of eating is slowly disappearing. With online food delivery facilities, this connection is getting even more lost. Taking the aspect of food online means that the urban fabric loses a shared space where people could not only enjoy food, but also each other's company and the hustle bustle of the city. Along with that, the connection with food is also being lost. The process behind the final dish is as significant as the final outcome. The *recipe* behind the process is just as important, if not more, as the final outcome. Hiding the process, reduces the knowledge and stops it from being shared. This in turn reduces the sharing aspect of food, which shrinks the community aspect. Concealing the process creates disconnect between the ingredients and the finishing dish.

1.2 THESIS STATEMENT

Architecture as a recipe; exploring the potential of a narrative based design forming one whole from individual units while displaying the process of unification. This thesis explores architecture and programs of a food hub in terms of a recipe, bringing together individual to make the culminating dish and place. Materials and architectural elements are investigated in terms of individual ingredients. It is displayed how, the experience they create is altered when they are combined, layered and mixed from being individual entities.



*Figure 0.3 The process from ingredients to whole.
Food and architecture both comprise of ingredients being mixed to form
the final result
Source: Author.*

1.3 RESEARCH QUESTION

How can a connection be made amongst architecture and food in terms of a recipe forming a space which brings about social sustainability?

This thesis explores the tactical nature of recipe in terms of architecture. It explores it both, metaphorically in terms of units and architectural tectonics and literally in terms of programs and the narrative.

1.4 RESEARCH OBJECTIVES

This thesis aims to understand food and architecture under the same light and intends to explore the research objectives explained in this section. It aims to understand architecture in terms of a recipe and exploring architectural elements and material in terms of ingredients which come together to form one complete space. It further evaluate the connection between food and architecture in not just design but also sensory terms. It explores the potential of an engaging and immersive dining experience which has an educational aspect to it as well as a recreational side. It aims to find a narrative between raw, medium and well done food as well food spaces. It explores this to bring together different entities to form one whole and increase the individual potential of individual elements as well as communities. It further analyzes how to use food as a means of sharing space, ideas, creativity and stories and to bring together people and create a space for unwinding in the midst of a busy market. It further targets to understand an on field educational experience and give culinary education the space and respect it deserves.

1.5 DESIGN OBJECTIVES

This thesis explores architecture in terms of the elements of a recipe and explores the design principles within food and aims to accomplish the design objectives discussed in this section. It explores the potential to use architectural spaces to form an interactive space for users to collect and simultaneously revitalize the park next to the site. It aims to give the users the street like

sensory experience related to food in a semi-open space while maintaining the balance between the busy market and the tranquility of the park. It uses use architecture in terms of a recipe, and using materials and architectural elements as ingredient. Hence, combining individual units to form the final “dish”. Finally, the thesis aims to find a common ground between principles of design used in food and architecture, and implement them throughout the design process.

1.6 SIGNIFICANCE OF RESEARCH

Food is a tool to bring together people. However, it can also be used to gentrify spaces and exclude a major population. Adding on, middle income welfare is extremely important for a progressive society and thus city. Giving a space to people to unwind and enjoy food gives them a sense of ownership not only the space but also their culture, identity and traditions. Using the site, explained in detail in Chapter 4, next to a park, in the middle of the busy Commercial Market in Satellite Town, Rawalpindi also helps revitalize the adjacent park. It also helps create a space of tranquility in midst of the hustle bustle of the city while still being inviting. It explores how exploring architecture in terms of a recipe, helps to connect with architectural elements and material by witnessing their progression.

1.7 OVERVIEW OF CHAPTERS

The following chapters will discuss the scope of the thesis. It will discuss the concept and the research behind the concept. It will also elaborate the criteria of site selection and link it to the concept. It will further discuss the limitations faced to consider for future research. It will conclude by translating the concept to design strategies considering the site and ideology of exploring architecture as a recipe.

1.8 RESEARCH METHODOLOGY

The scope of research included analyzing research papers and books related to food, architecture, market places and sensory design. A thorough analysis was conducted about the

history of market places and the relation of food with them and how it has evolved over the years. Furthermore, quantitative data was collected about the number of vendors in the vicinity and what kind of food related products they sell. Not just vendors, but, quantitative data about medium and well-done eateries in the area was also collected. Additionally, qualitative data was also collected about what kind of experiences these spaces generate and what are the users in need of. Interviews in terms of questionnaires and on-site dialogues were conducted with the public who frequents the market, the owners of vendor kiosks and shops, as well as, potential customers from nearby areas. This helped get a sense of what the space is currently lacking and what is needed.

1.9 CONCLUSION

Architecture can be explored in a multitude of ways and exploring it in terms of food and recipe has the potential create a well-grounded space with flow that not only brings together the community but also creates a sense of ownership amongst them. Ownership of their food, their spaces, and each other. This chapter discusses the research direction and what the thesis aims to explore. The next chapters will discuss what was extracted from the already existing research and what and how this thesis added to the existing data. It will further elaborate the breakdown of architecture to display the recipe and the process leading to the final outcome.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

2.2 LITERATURE REVIEW

2.3 RESEARCH METHODOLOGY

2.4 RATIONALE TO PRECEDENCE SELECTION

2.5 DESCRIPTION

2.6 ANALYSIS

2.7 SYNTHESIS

2.8 CONCLUSION

2.1 INTRODUCTION

Food and design, like architecture and design have a long-standing connection. This chapter of the paper will discuss more than just their individual connection to design, but also the connection of food and architecture with each other. It will explore the existing research of connections between food and architecture, and use that information to synthesize a relationship between food and architecture in terms of a recipe. It will analyze the existing literature on the connection between food and architecture and explore further opportunities to create these linkages. It will also synthesize existing food hubs according to the context of Commercial Market, Rawalpindi, which is the site for the project. It will additionally shed light on the surveys conducted for the project and the analysis drawn from them. Both quantitative and qualitative data will be arranged in a thematic manner.

2.2 LITERATURE REVIEW

Mass production of food has reduced the experience to mono-culture. Food, however, can play a regenerative role in bringing together communities in spaces designed for such interactions. (Franck 8-10) The first interaction with both food and architecture is visual. As such, the principles of design are followed in both to enhance the experience visually and attract users. These principles include using colors to appeal to the users and textures to enrich the experience of both space and food. Nonetheless, all these things need to be balanced so as to not over stimulate the user. This section will discuss the literature found regarding these connections in a thematic order and draw analysis from it.

2.2.1 RECIPE

A recipe is a systematic order of steps laid out to produce a final dish which people can enjoy together. Similarly, architecture can be realized in a systematic way which in the end brings about social sustainability by bringing people together. This section will discuss and analyze research papers that establish a connection between the design principles (McCarty) involved in both food and architecture. Moreover, it will analyze the different stages of a recipe as well as

of a restaurant and critically investigate these relationships. It will also elaborate on the problems that are faced by these various stages of food retails.

2.2.2 RELATION WITH FOOD

The relation of food with humans has evolved over the years, from being hunting based to farming. Once humans started farming, their shelter became rather permanent. Hence, the need for designing the shelter arose. With farming, started the era of bartering goods and hence markets were developed. Henceforth, food has been integrated into the city and the markets. So, as civilizations developed, the relation with food and character of food retail has also changed. From corner stores to chain stores to super markets and then to online stores, the relationship with food retail has become more and more disconnected over the years. A common place for sharing food, the knowledge and creativity related to it, is diminishing from the city fabric. This, in turn, has reduced social sustainability.

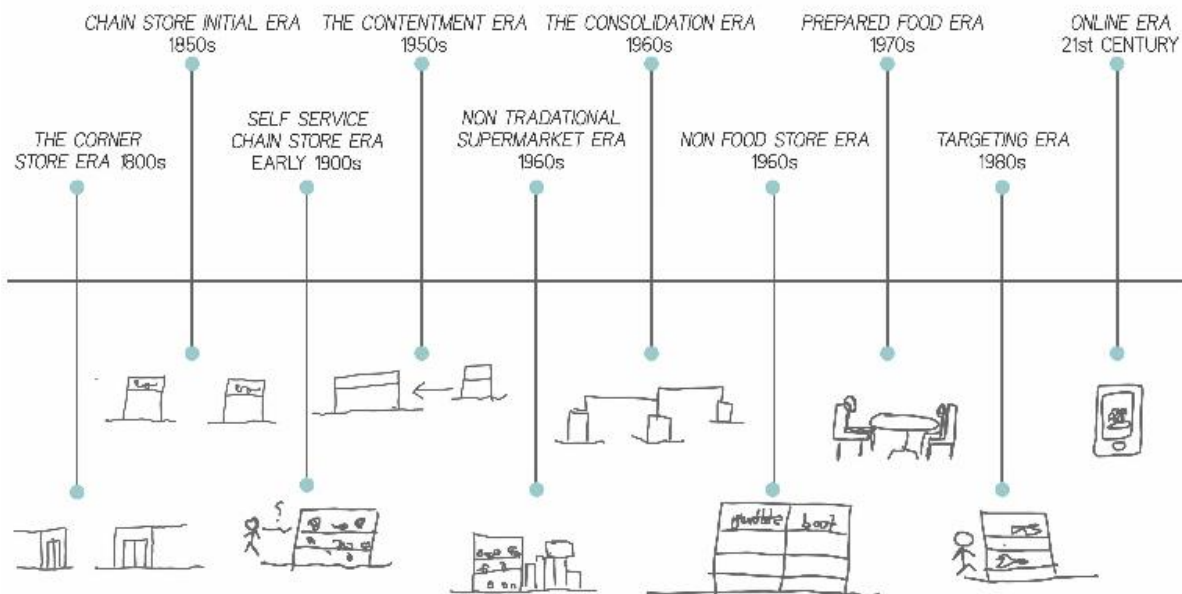


Figure 0.1 Timeline of Food Retail
Source: Author

2.2.3 FOOD AND THE CITY

Food can be used as a tool for progressive social change. However, it is often food in itself that gentrifies the city. With clear distinction between different eating spaces, from vendor kiosks to fine dining, the types of eatery dictate the social class of the user. The immiscibility of these different spaces gentrify the city. Mixing of these spaces has the potential of a more socially sustainable model for the city. Viewing these in terms of a recipe, vendor kiosks can be said to be raw, with their raw design, designed solely to serve the purpose. Fine dining can be said to be well-done, with their almost overdone architecture. Everything in between these two extremes falls under the medium category.



*Figure 0.2 Stages of Food Retail: Raw, Medium, and Well-done.
Source: Author*

The raw kiosks, blur the boundary between what is inside and what is outside, what is public and what is private. The circulation of the city becomes the seating for these kiosks, often disrupting the circulation and causing traffic congestion. The well done, on the other hand, creates a stern barrier between, indoor and outdoor, and public and private. The reason for using the metaphors of raw, medium and well-done is to understand the role of eateries in the city in terms of food.

2.2.4 FOOD AND SENSORY EXPERIENCE

An important aspect of the food in the city the sensory experience it generates (Rinella). Architecture of eating spaces should, hence, enhance this sensory experience rather than shielding it. From the aroma of the food, which engulfs streets and reminds users of specific memories, to the sound of frying, each interaction has its own value. The sensory experience of built spaces works in a similar way. From the sound of your shoes hitting the floor to the smell of rain hitting a material, each interactions leads to a sensory experience. These experiences

create a sense of belonging in the users, which increases social sustainability in the city. It creates a sense of responsibility and feeling of ownership amongst users.

2.2.5 CONCLUSION

The above analysis elaborates the link between food and architecture. It is time-worthy to create these connections as both food and architecture have a similar job of bringing people together. Both, if not done right can cause problems like social stratification and wastage of resources. Hence, it is important to understand the connection between two and use that to establish social sustainability.

2.3 RESEARCH METHODOLOGY

The methodology of research employed for this project included a mixture of analyzing quantitative and qualitative data through both primary and secondary sources. Similar typologies in the context were also investigated to understand the wants and needs of the people. Two samples were selected for surveys, one of the customers of Commercial Market, Rawalpindi. These were asked to fill the online questionnaire. The second group was that of sellers in the context who were interviewed. Both samples were also observed on site, to understand their problems.

The first survey was aimed primarily targeted at the users of Commercial Market, Rawalpindi. Most of these users were found to be young women, in the age 19-35. Henceforth, young women became an important user group, which incidentally is often ignored in the urban fabric, making streets unsafe for them. Therefore, it is important to include strategies which make the space safer for women like employing activities and street lights. Additionally, these were the same concerns raised by the surveyors about not using the site. It was found that the users considered the sit unsafe, with lack of security and activities. The surveyors were found to be interested in a food hub and especially the regularization of street vendors.

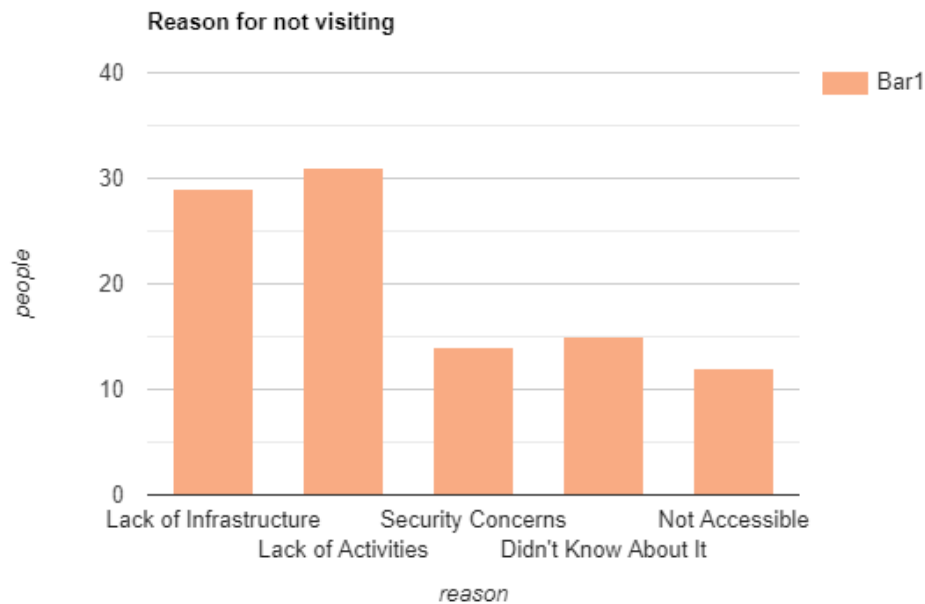


Table 0-1 Reasons for visitors of Commercial Market to not visit the public park in the center.
Source: Author

Moving on to vendors, on observing them, it was found that currently they prefer spaces with highest user influx. This, in turn causes problem with the traffic flow, hence, creating congestion. On interviewing them, it was found that their needs include, mobility, storage and flexibility of their kiosks.

On analyzing similar typologies and based on secondary data, pedestrianizing such spaces near food hubs, is an important tool to decongest the area, as in Food Street in Saddar. Moreover, to increase walkability, it is important to create pathways based on nodes and user axis and provide activities on these paths.

The primary and secondary sources were used to derive the programs for the site to facilitate to the users.

2.4 RATIONALE TO PRECEDENCE SELECTION

The criteria for precedent study was on different levels. Local and international studies were selected based on different motives. Some are selected on the basis of narrative of program, others on the bases of form and some on the basis of relevance to context. They were then analyzed and synthesized according to the context.

2.4.1 NARRATIVE

To analyze architecture in terms of a recipe, the narrative of the spaces and the programs becomes important. Hence West Louisville Food Port in Kentucky, USA, designed by OMA was selected to study their narrative approach. This food hub combines the programs of a farm, processing of food and retail into one space which acts to regenerate the city. The turns in the form not only correspond to the context but also act as collecting spaces for the users and spill outs for the programs. The building is designed in a linear manner, increasing flow of the narrative and turns according to the program and context.



Figure 0.5 West Louisville Port.
Source: OMA

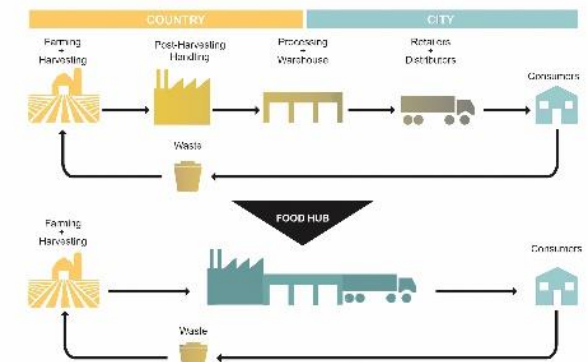


Figure 0.4 Narrative of circulation of West Louisville Port.
Source: OMA



Figure 0.3 Plan of West Louisville Port.
Source: OMA

2.4.2 FLEXIBILITY

A key component of a recipe is the flexibility it provides in terms of the available ingredients. The modules for the Senegal City Market, in Africa, designed by PAB architects, demonstrate this flexibility in terms of architecture. Each module can be customized according to the need. Not only the form can be customized, but, the material can also be changed from locally available brick to plaster boards. Furthermore, the layout of the entire market can be customized according to the context. The flexibility in layout is key to vendor kiosks so different functions can be accommodated.

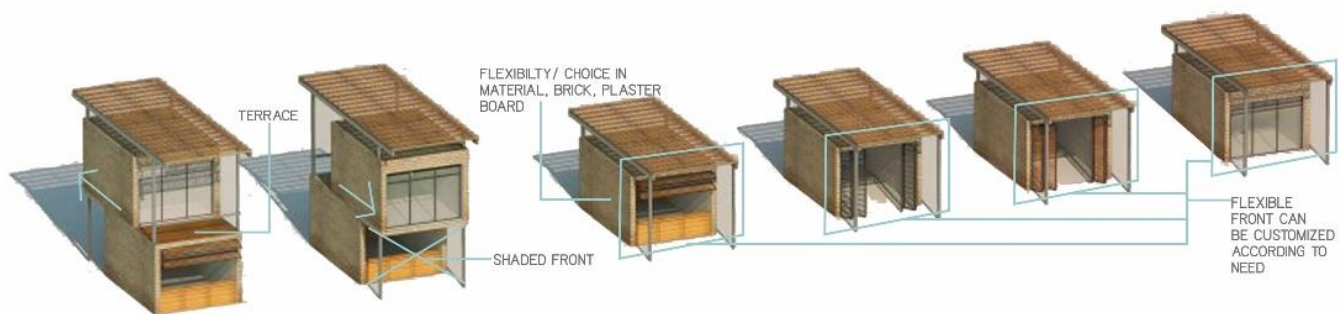


Figure 0.6 Flexibility in modules.
Post Edit, Source: PAB Architects

2.4.3 FORM

A recipe is essentially a systematic procedure of making one whole from individual units. The Culinary School designed by OMA in Italy manifests a similar idea in physical form. The entire building is composed of small blocks coming together to form the entire school. Each block has a distinct function and the void spaces between them act as collection spaces for the users. The ground floor is relatively open for community engagement of students. Each individual block has a character of its own but unifies the whole building composition as well.



Figure 0.7 Highlighting the form of The Culinary School by OMA.
Post Edit, Source: OMA

2.4.4 CONTEXT

The context of Pakistan is very similar to that of India, in terms of geographical features like temperature as well as cultural features. Hence, two precedents from India were analyzed to understand architecture in terms of a recipe.

Firstly a design competition entry by RC Architects was analyzed. They proposed a model for a market in Kolhapur. The key features of this were how they interweaved the market with the context. This not only made pedestrian pathways through axis but also channelized the wind. The wind was further channelized through the porous material used in construction.

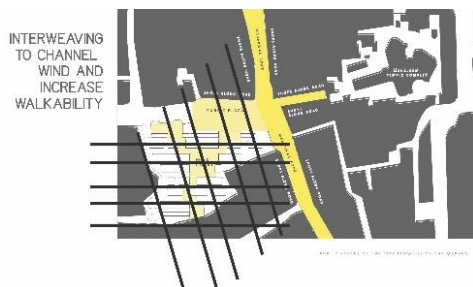


Figure 0.9 Interweaving the context with site.
Post Edit, Source: RC Architects



Figure 0.8 Design 3D by RC Architects.
Post Edit, Source: RC Architects

Next, Salt Lake City Centre by Charles Correa in Kolkata was investigated. The open ground floor with multiple courtyards adds flexibility to the design. The ground floor has walkable entrances connecting to different areas of the context, increasing user influx. Furthermore, the ground floor employs a more traditional format of bazaar¹ with accessible vendor spaces. Certain traditional collecting spaces, like stepped seating, also add to the social sustainability.

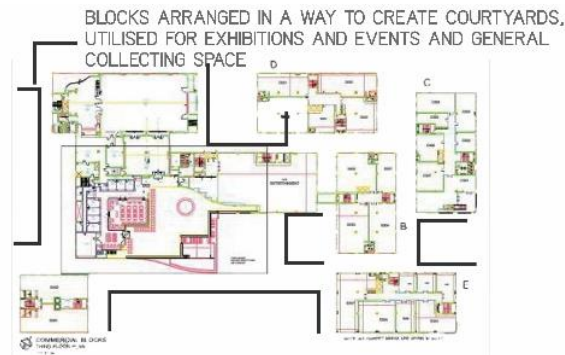


Figure 0.10 Plan of Salt Lake City Center.
Post Edit, Source: Salt Lake Center

2.4.5 CONCLUSION OF PRECEDENTS

Each case study analyzed a different problem. All of these problems were linked to architecture in terms of a recipe. They were also synthesized in terms of the context. These observations were taken into consideration in the design phase of the project. Local precedents will be discussed in a later chapter (Chapter 4) where they will be synthesized according to the site.

2.5 DESCRIPTION

Findings from the research, surveys and precedents are incorporated into the design stage. The site is located in the context of a busy market as it is in the middle of Commercial Market, Rawalpindi. Right next to the site is a park which is scarcely used. The conclusions drawn from the aforementioned sources are synthesized according to the site so as to create a walkable space. The aim is to divide the user traffic and create a more walkable and organized system. Organized systematically, just like the steps in a recipe.

¹(noun) a place that sells miscellaneous goods, origin Middle East, an area of small shops

2.6 ANALYSIS

The precedents were investigated in the light of a recipe. Each was evaluated under a different scope of the recipe. The aim of this project is to combine the different aspects of the recipe, as analyzed in this chapter, in one space increasing walkability, social sustainability and overall creating a system out of the chaos.

2.7 SYNTHESIS

A recipe is more than just a systematic way of bringing together individual ingredients. It has a balance of textures and colors. It needs be of a certain temperature to encourage conversation. As such, all these aspects were analyzed in terms of architecture in the previous sections. To view them under this specific site with the program of a food hub is to synthesize them.

RECIPE



Figure 0.11 Narrative of recipe.

Source: Author

2.8 CONCLUSION

Multiple credible sources, ranging from research papers to articles to books were considered to draw conclusions and linkages between architecture and food. This was combined with primary data which included interviews, questionnaires and observations to explore the ideas in the context of Commercial Market, Rawalpindi. A recurring idea is that the aspect of investigating architecture in terms of a recipe is multi-layered. It must be incorporated in each stage of the design process. From selecting programs and site to the final execution of the design, each step needs to follow the idea of recipe translated according to the need. The next section will discuss and analyze in detail the context to better understand the linkages.

CHAPTER 3: PROGRAMS

3.1 INTRODUCTION

3.2 ARCHITECTURAL TYPOLOGY

3.3 PERCIEVED SPATIAL NATURE

3.4 PROGRAM BRIEF

3.5 CONCLUSION

3.1 INTRODUCTION

This chapter discusses in detail the typology of the project and the programs in it. It materializes, in terms of programs, the information gathered through precedents, literature review and interviews. Taking it forward, it establishes the project as a food hub focused with taking the food retail out of the box and connecting the users with the process and cooking of food, while keeping a community centric approach. As such, through this project, the author aims to solve the food related problems in the urban context of the site.

In the previous chapter, the research on relationship between food and architecture was explored and the potential of exploring architecture as a recipe was recognized. This approach analyzes the systematic methodology of a recipe and translates it in terms of architecture. Raw gets translated to flexible, medium to semi-permanent and well-done gets translated to permanent programs. The systematic approach of a recipe is further explored in terms of the programs which will be elaborated in this chapter. The tactical nature of a recipe is recognized. This means an approach that plans each step considering the final output. The programs for the project are decided with a similar tactical approach.

3.2 ARCHITECTURAL TYPOLOGY

This project has a function based typology. The function then dictates the type of form. The function of the building is not only to take the users through a journey of processing of food but also to be inviting to a diverse user group. This narrative based and community centric approach means that the form of the building is inviting and taking the users through a journey of exploration. Hence, the form becomes important. A basic principle of a recipe is taking individual ingredients and bringing them together to form a whole dish. Similarly, the building follows a similar typology of taking individual units and bringing them together. The star, however, of this *dish* are the people who use it. Hence, the focal point is the people themselves and the space that brings them together. As such, the form of the building is advanced from the idea of

bringing different blocks together to form the whole building. This means that the programs and different blocks act as ingredients for the final outcome.

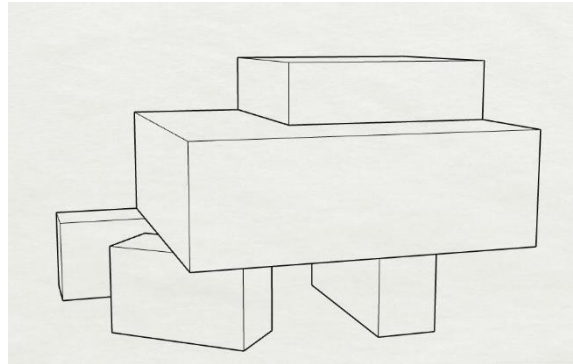


Figure 0.1 Individual blocks coming together to form one building
Source: Author.

3.3. PERCEIVED SPATIAL NATURE

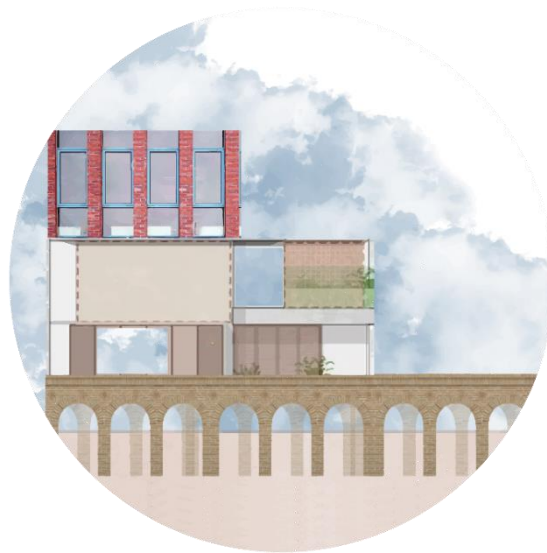


Figure 0.2 Concept Collage.
The concept collage shows how the nature of the building changes with vertical circulation.
Source: Author

The building acts as a recipe, a journey taking the user from flexible and public features to permanent and private functions. As such, the spatial nature of the building changes from open and communal to closed and secluded. The nature of the space is dependent on the program

and the position of the program is based on the narrative of taking simple ingredients and turning them into a complete dish. This also translates in the vertical circulation. As shown in the collage on the previous page (Fig. 3.2), as you move up vertical the nature of the space changes. It changes from being open and inviting to a relatively secluded design. This helps cater to the plot of the recipe.

As this is a narrative based approach, bringing together individual functions, it is important how those functions are connected together. Hence, the circulation becomes just as important as the actual program it leads to and from. According to the function, the circulation in some places is secluded, while in other places it is visible from outside the building or has a visual or physical connection with other programs in the building.

3.4 PROGRAM BRIEF

The programs are primarily food centric. The project is a response to the disconnect of food from the process and creating a barrier between the public and the creativity and knowledge regarding food. It is a purpose built space designed to create, learn, teach, research, enjoy and share food. It further addresses the urban issue in the context due to the mismanagement of kiosks, food and other, which cause a hurdle in the circulation. It aims to make them a part of this journey of exploration.

The ground floor tackles the urban issues to certain extent. It assigns proper space to the kiosks and paves way for pedestrian traffic. But, as you go vertical, the building becomes more and more food centric. It evolves from food in its raw form, to teaching and learning about it, to researching on it and to finally enjoying it in a fully prepped meal.

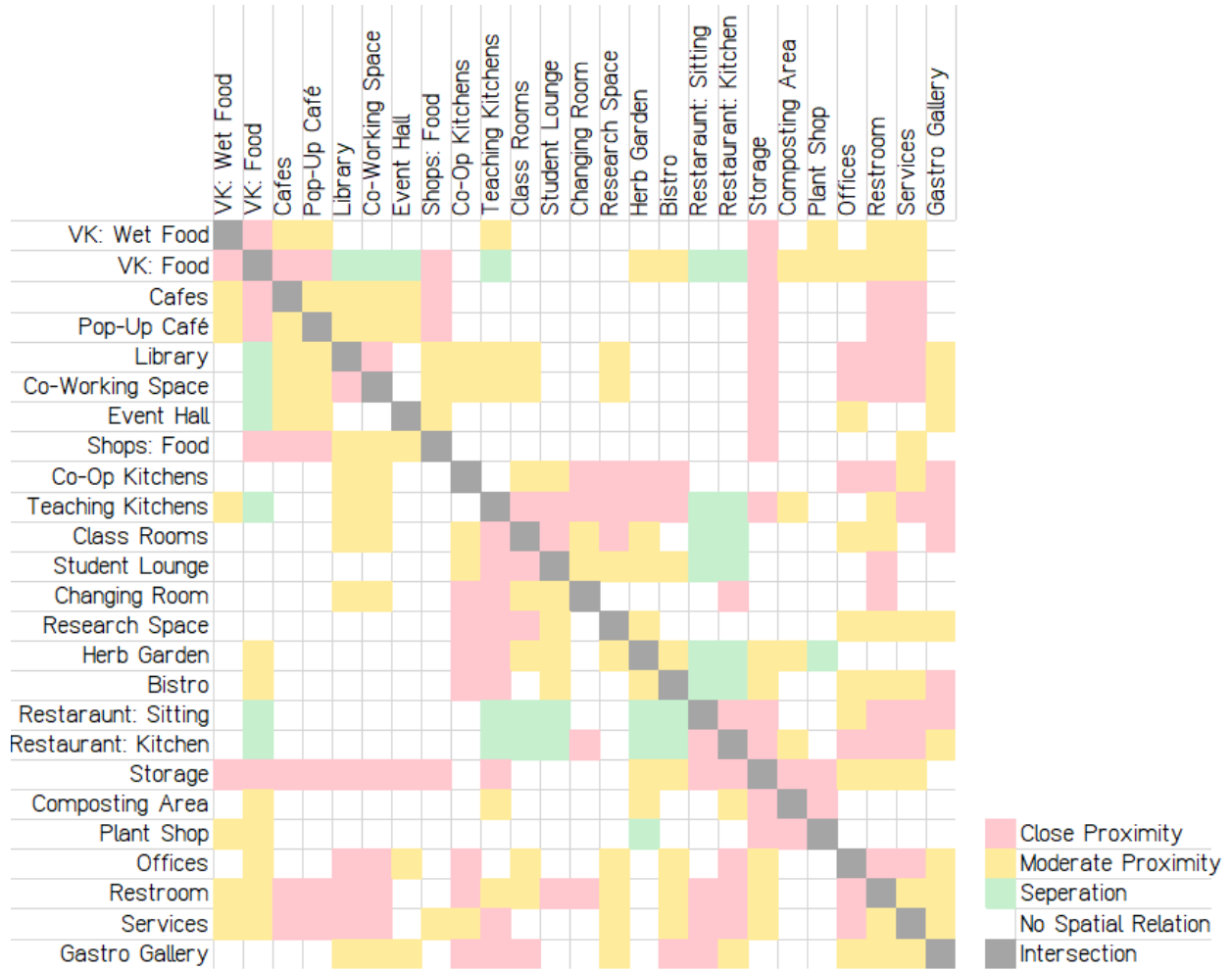


Table 0-1 Relationship Matrix.
 The relationship matrix shows the relation of the programs with each other.
 Source: Author

3.5 CONCLUSION

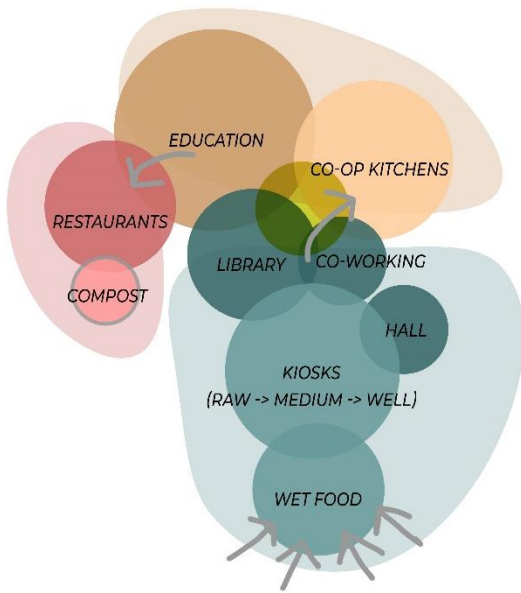


Figure 0.4 Zoning of general functions.
Source: Author

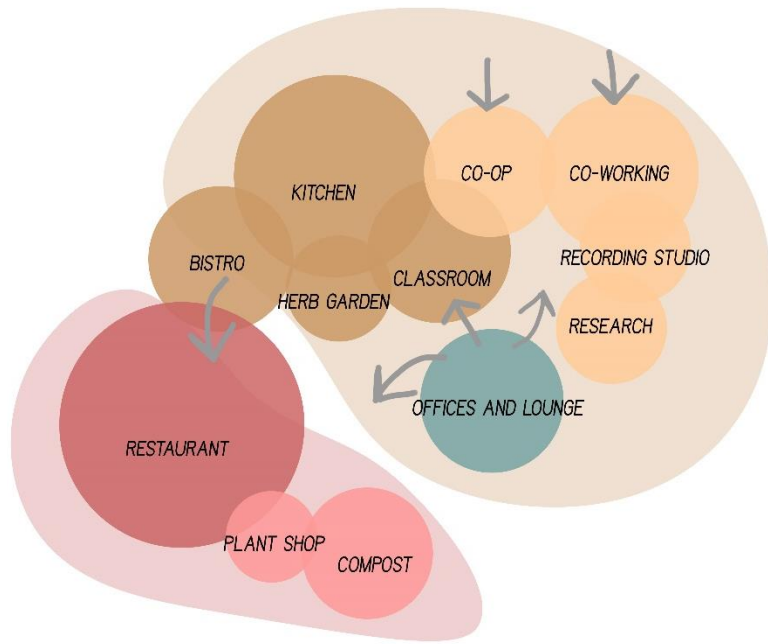


Figure 0.3 Blow-Up of zoning.
Source: Author

To conclude this chapter, the project primarily targets food and the disconnection of the users from the cooking process. It gives space to entrepreneurs to teach or upscale their business. It gives the opportunity to the common person to learn about food, more than just the recipe. It gives a space to experiment and interact. It gives a space to the vendor kiosks which otherwise take up spaces in form of illegal encroachments. In the next chapter, the relevance of the programs with the site will be evaluated. The next chapter will also show how the programs of this building help regenerate the public park next to the plot. Hence, the entire space acting as one complex, helping creating connection within the market.



Figure 0.5 Summary of narrative of programs.
Source: Author

CHAPTER 4: SITE

4.1 INTRODUCTION

4.2 SITE AND THESIS STATEMENT

4.3 SITE AND PROGRAMS

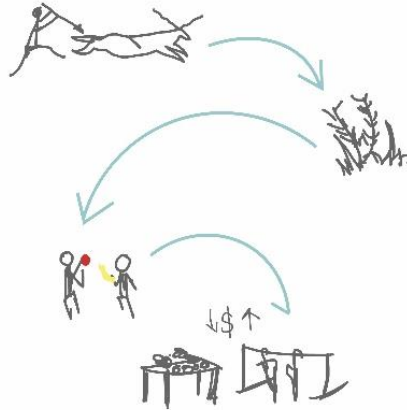
4.4 SITE AND CONTEXT

4.5 SITE STUDY AND ANALYSIS

4.6 CONCLUSION

4.1 INTRODUCTION

As discussed in the previous chapters, the connection of humans and food has evolved over centuries. Humans went from hunting for survival to growing their own food. As humans started growing their own food, the idea of bartering was born. Bartering further evolved into formal markets for trade of not just food but also other good. Hence, food and bazaar are interlinked and both enhance each other.



*Figure 0.1 Evolution of relation with food.
From hunting to growing to bartering to selling.
Source: Author*

The connection between food and bazaar is a well-established phenomenon which has been discussed in detail in the previous chapters. Both are interlinked with each other and the fabric of bazaar is often interwoven with food of different stages. Furthermore, the celebration of food at all stages from raw to medium to well-done requires pedestrian connection. Hence, the requirement for a feasible site required looking at both the connection with market as well as a place which has potential for pedestrian connections. Another important aspect for site selection is accessibility. Food should be accessible to all and this reflects how the entire city should work. The places we eat at reflect not only the economy of the state but also our values. Therefore, the sites that were considered for the project looked at all these aspects. Another characteristic to consider was the existing connection of the site with food and the need for a food hub in the context.

Looking at urban level, the functions at the center of the context are most important. As such, the twin cities were narrowed down and multiple sites were analyzed. Before that, however, the existing food hubs were analyzed which included Saidpur Village and Melody Food-park in Islamabad, both of which are destination food places with minimum pedestrian connections. Analysis also included, food hubs in Rawalpindi counting the food street near cricket stadium which is again a destination food street with minimum pedestrian connections. The two existing food hubs that do have pedestrian connections are that in Saddar and Kartar Pura. However, these have congested roads and traffic chokes.

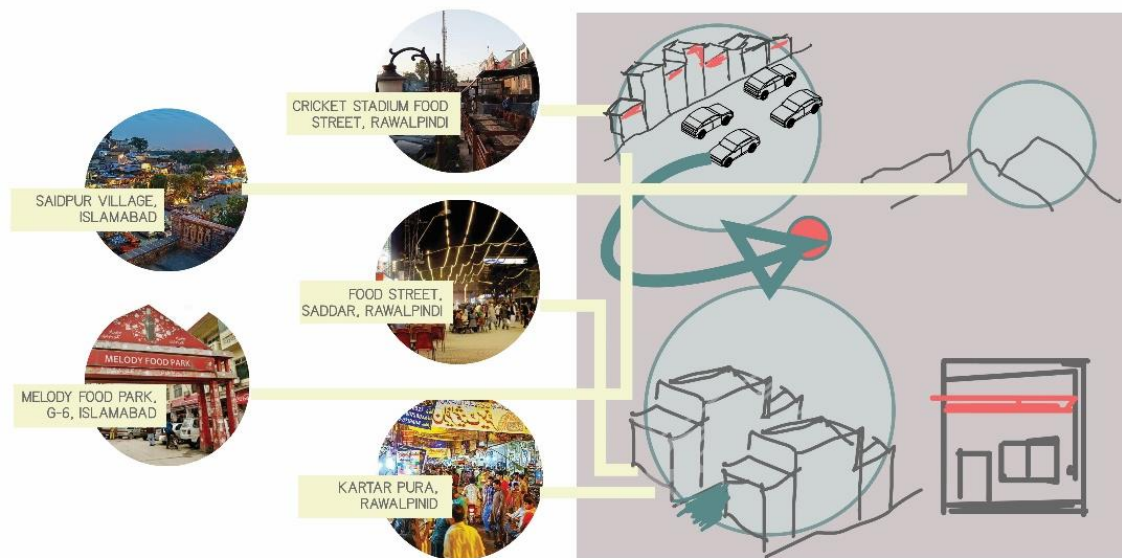


Figure 0.2 Local food hubs of the twin cities.
Post Edit, Source: Author, Dawn News

The analysis of exiting food hubs concluded that for a successful food hub, it is important to have connections with the context and not design it in isolation. This aligns with the values of the recipe, which places utmost importance at the context to source ingredients and respond to the taste.

The possible sites ranged from parks to sites in the middle of a rich context of markets. Some of the sites analyzed included, F-9, Park, Islamabad, F-7 Markaz, Islamabad, Saddar, Rawalpindi and Commercial Market, Rawalpindi. The following illustration discusses the SWOT analysis of the sites. To conclude, F-9 Park, although perhaps in need of food options, lacked the opportunity of creating pedestrian connections and has certain by-laws preventing

construction. F-6 Markaz, although having opportunity of a food hub and pedestrian connection, was not feasible economically. Saddar, while being in a rich context of market, already has a food street so did not need another food hub. Commercial Market on the other hand, is in need to systemize the chaos and adding order through a food hub could be a beginning to create a more pedestrian friendly and accessible site. As such, the hub would not only add to the context but using the narrative of a recipe would help bring structure to the context.

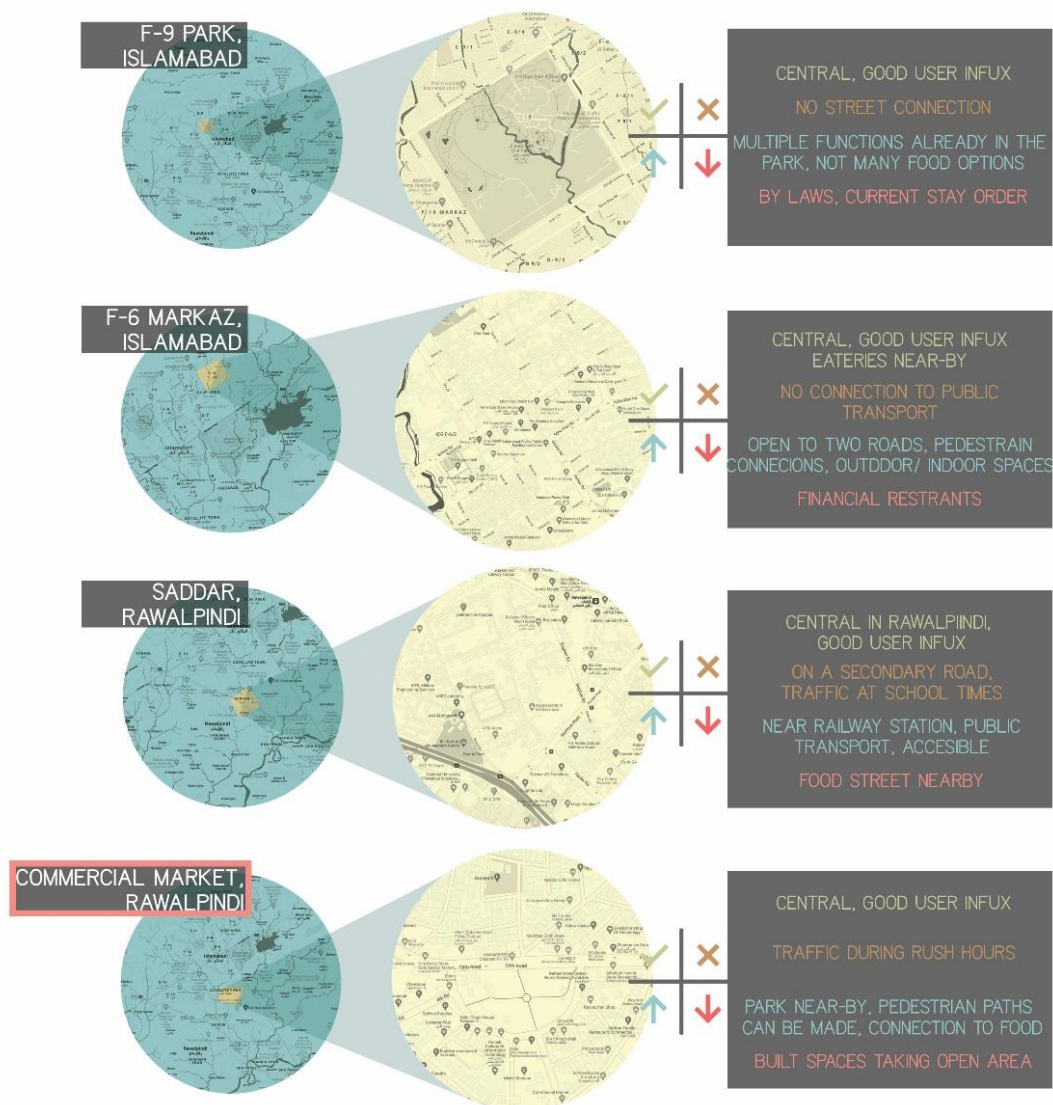
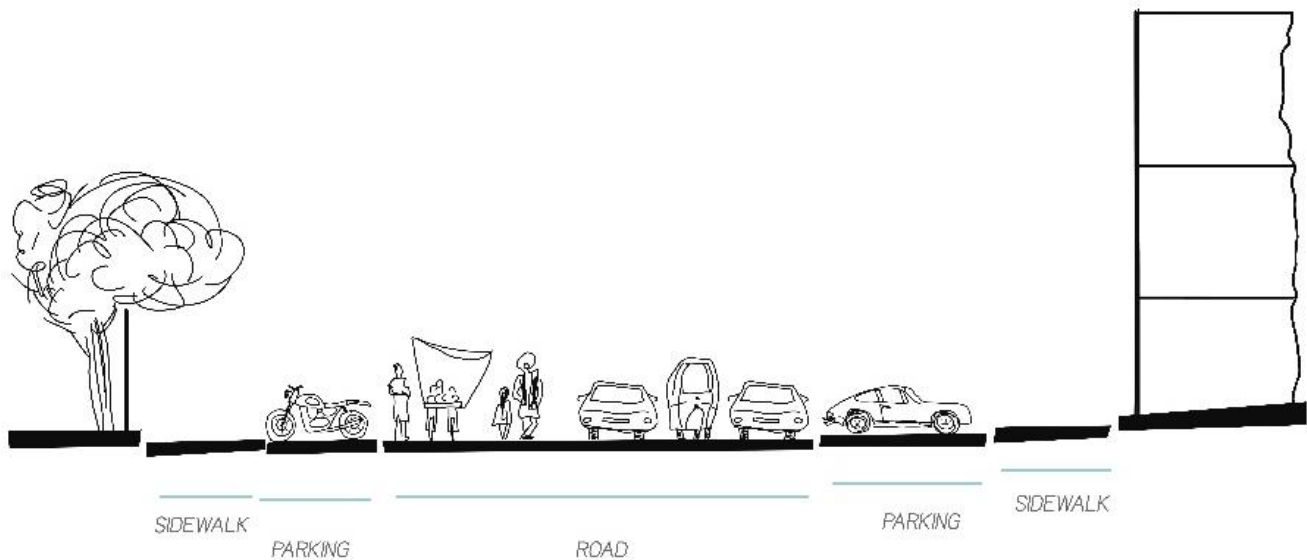


Figure 0.3 Strength, Weakness, Opportunity and Threat Analysis of possible sites.
Post Edit, Source: Google Maps, Author

4.2 SITE AND THESIS STATEMENT

As mentioned in the previous chapters, this thesis explores the tactical behavior of a recipe in terms of architecture to create a community centric space to learn about the different stages of food, explore it and share it. Using the tactical nature of recipe means to use the systematic ideology of recipe to add order into chaos. As such, the site in Commercial Market, Rawalpindi presents as an excellent site to explore this ideology. The current fabric of Rawalpindi is very organic owing to the fact that it is a historic city. As such the expansion of spaces here is also very organic and if not looked after properly, can present in a chaotic way. Case in point, over the years the character of Commercial Market has changed from peaceful to muddled. Similarly, its relation with food has also become haphazard, often owing to problems like congestion as shown in the following section through the main road of commercial market.

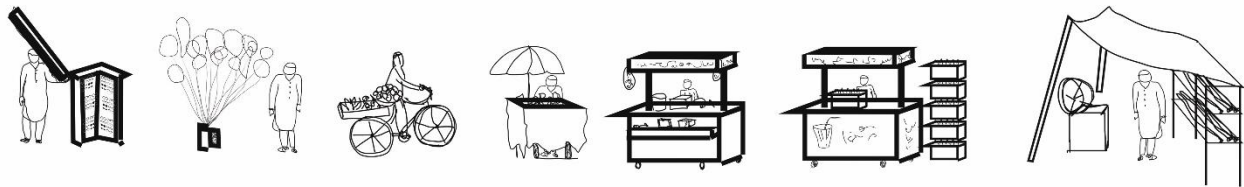


*Figure 0.4 Section of context of site
Kiosks on road to attract more customers causing traffic congestion.
Source: Author*

4.3 SITE AND PROGRAMS

The programs were discussed in detail in the previous chapter. This section will investigate the relation of those programs with the site and the narrative that the project explores.

Firstly, on to the narrative; the project explores the narrative of a recipe, going from raw to medium to well done. This progression is explored literally in terms of food, and, also metaphorically in terms of programs and architectural tectonics. The programs also take cues from the context and are not only inspired by the context and its problems but also zoned according to it. The illustration below shows the variety of vendor kiosks in the context. As stated earlier, their placement is often considered encroachment and causes hurdles in the traffic. They also represent both architecture and food in its raw form. The ground floor, hence, targets to solve this problem and aims to provide the vendors with a shaded space with maximum pedestrian access.



*Figure 0.5 Variety of kiosks in Commercial Market, Rawalpindi.
Source: Author*

This is followed by roadside cafes with outdoor spill outs. Next the circulation takes the user to education facilities which let the user learn and explore the process of elevating food. As the user circulates through the building the architecture of food spaces gets more pronounced. Hence, the next stop is food in its most elevated form in restaurants. These restaurants have a visual connection with the site and the restaurants in site. Finally, in the last step the user is taken to compost space where the food waste is turned into compost for potted plants.

4.4 SITE AND CONTEXT

Looking at the site on a macro level, it is evident that the site is accessible to both Rawalpindi and Islamabad, owing to connection through major roads. In-fact, its location is quite centroid to the twin cities.



Figure 0.6 Macro Context.
Post Edit, Source: Google Earth

Zooming in a little, the urban fabric of Rawalpindi is evident to be organic which is something to be considered while identifying nodes and creating pedestrian connections.



Figure 0.7 Road network near context.
Source: Author

Looking at the fabric, it is also clear the site is right in the center of a dense commercial fabric. This means that the site can be further utilized to interlink the entire market through pedestrian connections. Additionally, there is a park right next to the site which can be activated with the help of the spill outs of the programs in the building. This will help revitalize the currently under infrastructure and underutilized park. This will allow the entire center to act like a complex, adding system to the context. Furthermore, it also encourages walkability and makes the space safer for users. The maximum pedestrian connections can be created through the curved site as this has a denser commercial context and already has a lot of traffic on foot. While the straight road on the north side of the context has mostly vehicular traffic.

4.5 SITE STUDY AND ANALYSIS

Zooming in further on the site helps understand the geographic features. The site is mostly flat with a slight contour towards the middle of the park. This is important to consider the drainage.

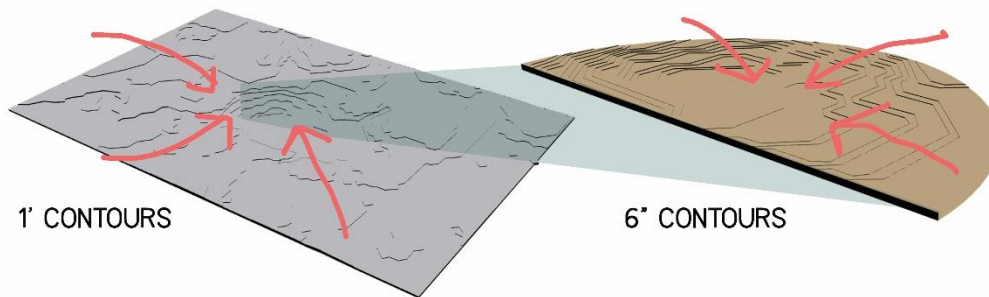


Figure 0.8 Contours on meso and micro scale.
Source: Contour Creator, Author

Furthermore, the sun angle is marked on the illustration below. However, it is important to note that the 4 story buildings around the site reduce glare.

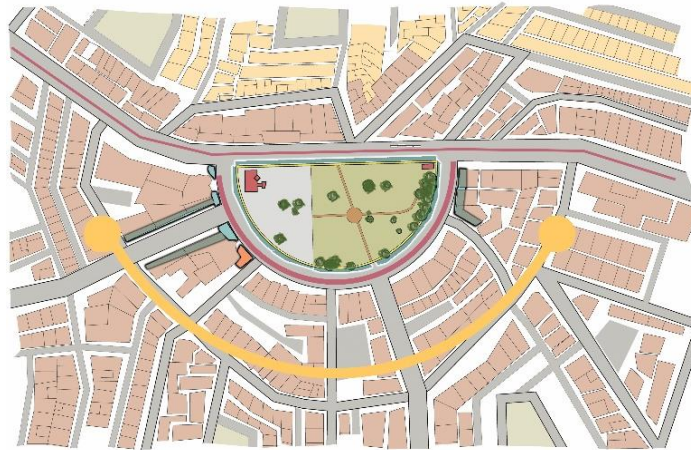


Figure 0.9 Sun path.
Source: Author

The buildable area on site has minimum to no vegetation while the park mostly has small shrubs and planters. Tall and old trees are mostly towards the periphery. This is important to consider in terms of shading for pedestrian users as well as vendor kiosks. Analyzing the context, it is clear

that both the users and sellers are mostly attracted to shade, considering the weather of the site. Not only are vendor kiosks placed in shaded areas but also, the spill outs, if any, of cafes and restaurants are also shaded. This shading is either done by trees or more prevalently through cloth. Hence, shading and flexibility become important factors to consider. Another important factor to consider are the building immediately facing the site and their connection to each other. Currently, mostly shopping plazas face the site. These plazas have minimum connection to the context. This is a practice that is being challenged through the project as it aims to design a building with maximum connection to the context, whether visual or direct.



*Figure 0.10 Collage showing old and new character of commercial market.
Source: Author*

The history of the site is such that it in the last 25 years, while being buildable it has housed an amusement park up until 2019. Now, the site has been cleared to construct a building. However, adding a monolithic building in the middle of the market, isolated the context and adds visual weight. The project explores the possibility of a porous building with maximum connection to the context to design something that benefits the community.

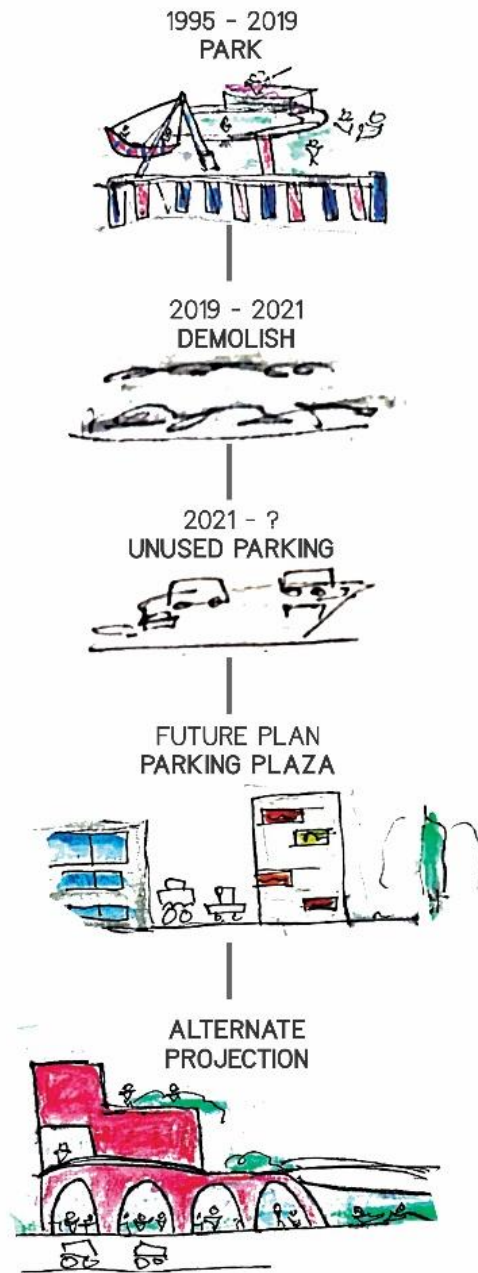


Figure 0.11 History of site
Source: Author.

4.6 CONCLUSION

To conclude the chapter, the site has been selected as it already has connection to food. However, this connection needs to be refined and using the ideology of a recipe can add structure to the context. The ideology of a recipe is that it progresses from raw to medium to well-done and combines different ingredients to make the final dish. Similarly, in terms of the project, these ingredients are not only the programs but also the cues from the site. The program aims to enhance the character of the site and make it more accessible and user friendly.

CHAPTER 5: DESIGN PROCESS

5.1 INTRODUCTION

5.2 DESIGN TRANSLATION

5.3 SPATIAL CONNECTIONS

5.4 CONCLUSION

5.1 INTRODUCTION

This chapter explores the themes discussed in the previous chapters with an architectural lens. It explains the process of developing the metaphysical ideas into spatial manifestations. These ideas include further exploration of the idea of “raw, medium and well-done” into tangible translations. The tangible translation include design, circulation and materiality. It presents a holistic view by using the design process to further create connections between the concept, programs and site. The design process will be synthesized in terms of a recipe. The iterative process of deconstructing the site, concept and programs to construct the final design will be explained. The entire design process is taken as a recipe of its own, developing to create the final design. Each step adds a layer of complexity to the design.

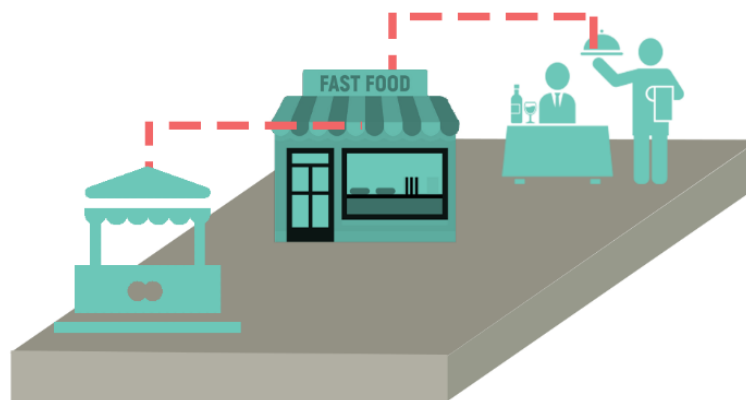


Figure 0.1 Exploring the narrative of raw, medium and well-done.
Source: Author

5.2 DESIGN TRANSLATION

This section deals with translation of intangible ideas into tangible design decisions. It explores how the theoretical discourse of the key concepts of a recipe lead to design decisions and changes in the planning and form.

5.2.1 THESIS STATEMENT INTO PHYSICAL FORM

To convert the thesis statement from immaterial ideas to architectural solutions, concepts are converted from being relevant to food to being expressed in architectural vocabulary. This helps translate the architectural vocabulary into material ideas and physical form. The similarities between architecture and food have been established in previous chapters. Now, these similarities are tested according to the narrative of a recipe. As food is used as a means to bring people together, similarly this building aims to bring together not only people but also different aspects of the context. Therefore, connection with the site becomes utmost important. This helps create an inviting form which draws people and programs into itself.

5.2.2 THE CONVERSION OF DISCOURSE INTO PROGRAM

The key theme of this thesis is to deconstruct architecture into recipe to construct the final design. As such, to develop the program, the site was deconstructed to explore the potential of a food hub. Analyzing the context, it was deciphered for the programs to be an extension of the “raw, medium and well done” narrative. As such, the programs were decided to take the users through a journey of exploring food in raw, medium and well-done stages as they ascend the space. The architecture of these spaces reflects similar concepts of a narrative based design. What makes the program different from other food hubs is the sequence of programs and the

addition a few other programs to add to the experience. These programs include spaces to learn about food, with both hands-on and hands-off facilities. These facilities include a library, co-working spaces, co-op kitchens and learning spaces including green terraces and educational kitchens.

The narrative of a recipe was deconstructed into four major areas; transparency, systematic nature, flexibility and sensitivity to temperature. These terms make it viable to translate the theoretical concepts into architectural expressions.

5.2.3 TRANSPARENCY

A major component of a recipe is its transparency. This transparency makes it accessible to all and easy to follow. The transparency was translated into three key architectural expressions in terms of ingredients, porosity and circulation.

5.2.3.1 INGREDIENTS

Ingredients are the components which make up a recipe. A good recipe is one where, in the final dish, each ingredient has its own depth and on the whole complements other ingredients. Each ingredient has the ability to elevate a dish. Architecturally, this was explored in terms of building blocks coming together to form one whole building. Each program can be represented by each building block. All of which come together to form the whole space. Each block needs to have its own identity which does not get lost on a macro scale. At the same time, each block needs to

compliment the overall composition. Moreover, the materiality helps differentiate between different blocks or create a connection with them.

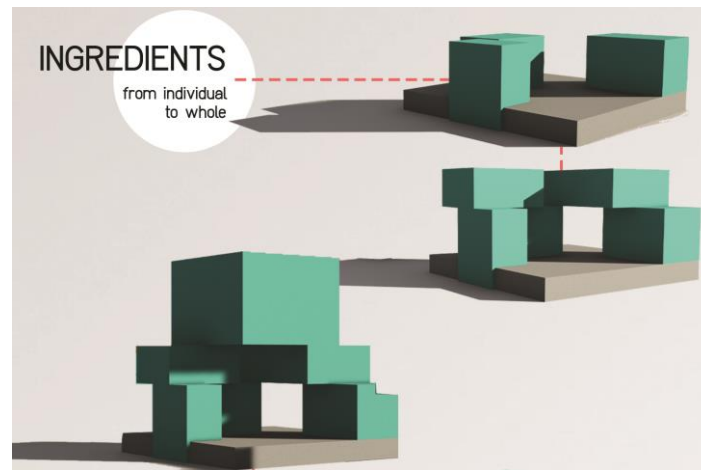


Figure 0.2 Ingredients from individual units to one whole.
Source: Author

5.2.3.2 POROSITY

Porosity in a building encompasses literal transparency. This transparency is two-tiered. Firstly, it talks about the transparency that the overall form creates. This porosity is important to achieve, considering the rich context and the location of the site. As the site is in the center of a busy *bazaar*, the perforations in the form act as axes for visual connectivity. This prevents the building to be heavy visually, and, block connectivity with the context. The porosity in the ground floor, act as not only visual axes but also promote physical connectivity. This not only connects the entire *bazaar* but also, increases user traffic through the building which is good for the business.

Secondly, the materiality can create visual porosity. The choice of material is important to create a visual balance. Solid material like brick, though establish a connection with the context, create visual hindrance. This hindrance is necessary for certain programs to provide privacy. However,

to highlight certain programs like circulation, visual connectivity is essential. Hence, transparent materials like glass are necessary.

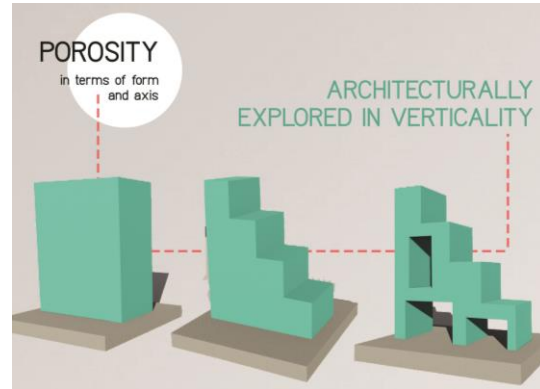


Figure 0.3 Porosity in Form.
Source: Author

5.2.3.3 CIRCULATION

Following the steps is one of the most crucial aspects in a recipe. These steps are interpreted in design language as guiding tools. These guiding tools take the shape of circulation. Circulation defines the path the users take. In a narrative based design, circulation is of utmost importance as it guides the users along their journey.

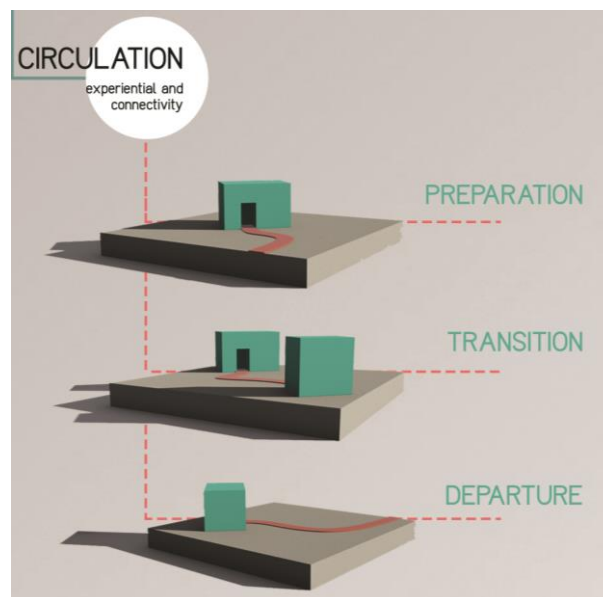
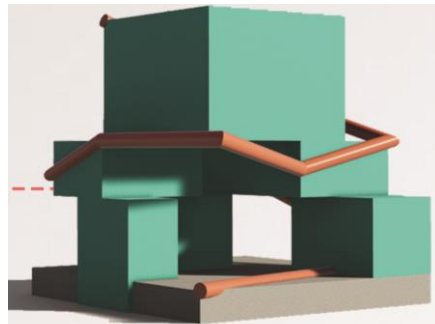


Figure 0.4 Different types of circulation.
Source: Author

According to the narrative of the project, the circulation needs to be highlighted to make it apparent for the users even before entering the building. This circulation is also used as a tool to connect the different ingredients represented in terms of building blocks. Hence, the circulation not only makes the building accessible but also helps balance the building visually. It does so by creating visual and physical connections between different parts of the building.



*Figure 0.5 Circulation bringing together the entire form.
Source: Author.*

5.2.3.4 SYSTEMATIC NATURE, FLEXIBILITY AND SENSITIVITY TO TEMPERATURE

These are the sub-themes of the project. The systematic nature of a recipe is translated in the order of programs. Hence, the zoning and circulation together define the systematic nature of the building. The flexibility in design is decreasing progressively as the programs become more permanent. Hence, the flexibility also follows the “raw, medium and well-done” narrative. The sensitivity to temperature is explored using passive techniques. These techniques include utilizing solar orientation to design shades and using appropriate material.

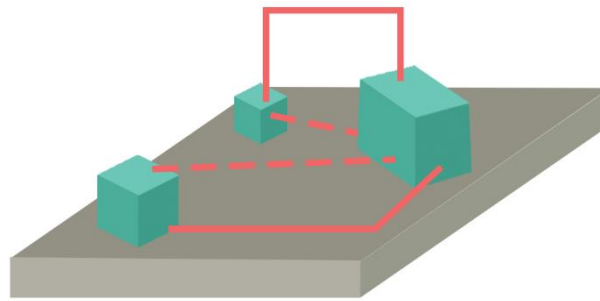


Figure 0.6 Using building design to bring system into the context.
Source: Author

5.2.4 DESIGN DEVELOPMENT PROCESS

The following section will discuss how the process of turning metaphysical concepts about food and architecture into tangible spaces.

5.2.4.1 AXIS

A recipe creates a dish which is a part of an entire menu. As such, the dish should complement the entire course. Using this analogy of food to create architectural connections; if the building is a dish, the context is the entire course. As such, it must blend in with the context while having its own identity. Henceforth, the design development started by taking cues from the site.

Nodes from the site were analyzed and were reduced to three main axes. These axes were selected on the basis of user traffic and relation to the programs. The building was oriented according to these axes. Furthermore, porosities in the volume were created bearing in mind the said axes. This helps the building seamlessly blend in with the context and create accessible pedestrian pathways. Along these pathways, vendor kiosks are places which present as “raw” in the programs. This rawness translates architecturally in terms of the flexibility their positions has.

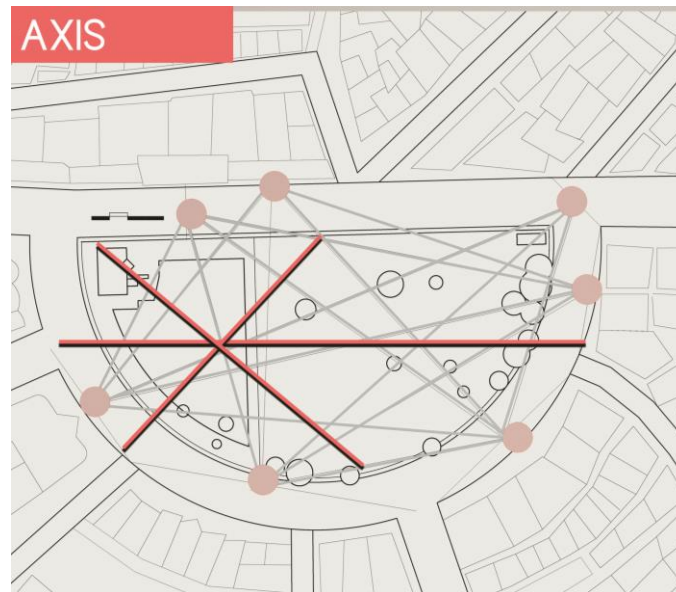


Figure 0.7 Analyzing context for key nodes.
Source: Author

5.2.4.2 GRID

Initially, the design followed the design language extracted from the axes. Hence, the resulting form used linear language with angles. This resulted in a static form. Whereas, according to the concept of the project, flow is very necessary amongst spaces. For users to experience this flow in plan, it is necessary for the plan to not be static. Hence, curves were extracted from the site boundary and incorporated in the planning. To create a relation between plans and section, a similar design language using, linear geometry, angles and curves was deployed in the section and form.

5.3 SPATIAL CONNECTIONS

The spatial nature of the building is a journey within itself. It takes the user from raw, flexible spaces to medium to well-done, permanent spaces. The programs also progress accordingly. Hence the nature of the building at different parts reflects the level of program, in a recipe. The

vertical zoning reflects this hierarchy in spaces. Each level is more developed than the one before it. Hence, the entire form presents a narrative of the progression in a recipe. The materials also reflect this progression.

These connections between architecture, recipe and the theme of “raw, medium and well-done” give the building a holistic outlook.

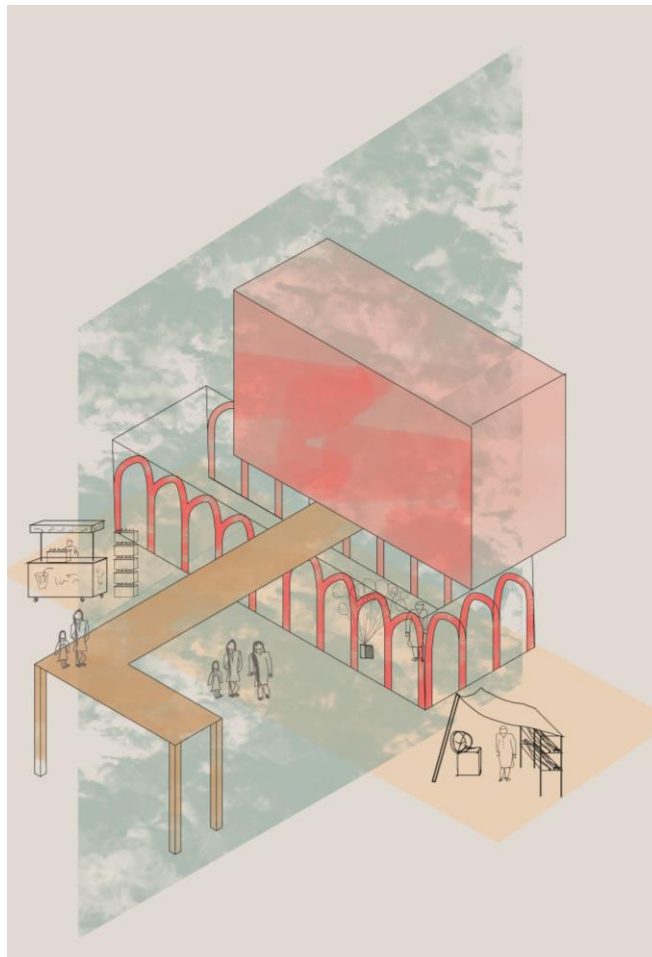


Figure 0.8 Concept collage showing form development. Building developing vertically from raw, flexible to medium to well-done, permanent programs represented architecturally.

Source: Author

5.4 CONCLUSION

To sum it up, to create a narrative driven design inspired from the methodology of a recipe it is necessary to create analogies at each step. Incorporating these connections at each step of the design makes the final outcome relevant to the concept. It makes sure that the final design reflects the concepts and themes of a recipe while creating an inclusive food hub that not only is a place to eat, but, is also a place to share, learn and explore.

CHAPTER 6: DESIGN OUTCOME

6.1 INTRODUCTION

6.2 DESIGN DESCRIPTION

6.3 CONCLUSION

6.1 INTRODUCTION

The final chapter in this thesis will discuss the culmination of all aspects previously discussed. It is the final stage of the odyssey. The final design outcome is to the architectural process, what a dish is to a recipe. It gathers all information previously discussed and presents it in a tactile form. A form that can be touched, smelled, experienced and enjoyed. Just as food is a mean to bring people together, this project, aims to gather people and activities in the context. It aims to establish connections with in the context and use existing nodes to form clear connections between different activities in the context. Through this, it aims to increase walkability and connectivity in the context of commercial market. Hence, reducing the load on vehicles. It also intends to give due respect to all levels of food and food spaces; from raw to medium to well-done and create a well-knit narrative between different food related spaces.

6.2 DESIGN DESCRIPTION

Just as the design process, the design outcome also follows the narrative of a recipe. The resulting design outcome represents architecture in form of a recipe with different ingredients coming together to form one whole entity. It forms an inviting space, in terms of a building, that gathers people and activities. The primary focus of this collection of programs and users is in terms of food. But, it also connect other activities in the context with each other and with the designed building. For that reason, the context becomes just as important as the main building being designed. The connection to the context and the relation with programs defines the key concept of the project.

6.2.1 THESIS STATEMENT JUSTIFIED

The idea to deconstruct architecture as a recipe helps not only create a space with focus on the narrative in terms of circulation, but, it also helps understand the importance of the context in order to deconstruct the building. It denotes the importance of the context on site in relation to the concept of the project. It indicates the significance of building in the center of a busy *bazaar* in Commercial Market has the potential to tie together the entire context. Just as each individual dish in a course helps tie together the entire menu. Furthermore, it shows how food can be used as a medium to bring people together rather than segregate them. In terms of design, it helps translated the design process according to the context and specific programs related to food.

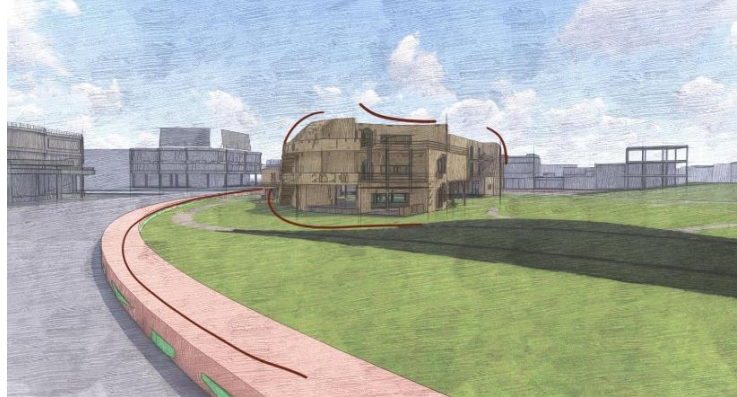
6.2.2 INTERVENTIONS TO FINAL DESIGN

As discussed earlier, the entirety of the project was explored as a recipe of its own. Hence, design decisions were also influenced by the same concept.

6.2.2.1 FLOW AND FLEXIBILITY

An important aspect of a recipe is the flow in which it is prepared. Hence, the resulting space must reflect this flow. The flow needs to be echoed in not only the sequence of programs but also the experience and visual form of the building. Therefore, the building while following the linear angled geometry of the axes derived from the nodes, is curved at strategic points. These curves are also extracted from the context and are further used to enhance the inviting appeal of the building. They help guide the user's journey from one step to the next. The curves are also replicated in the section and elevation to create a connection between the plans and the

experience. The curves are presented in form of voids in the building as well as arches to highlight spaces.



*Figure 0.1 Taking cues from the curve in context.
Source: Author*

A significant part of the ground floor is raised to create space for flexible activities like kiosk spaces. These spaces are highlighted with arched colonnades to make them more inviting for the users. Additionally, raising the ground floor and using the bridge as a shade provides the users a comfortable place to gather in considering the climate of the context.



*Figure 0.2 Shading under the raised platform.
Guided inside by curves
Source: Author*

6.2.2.2 STAR INGREDIENT TO HEART OF THE SPACE

A recipe has a star ingredient which can be translated as the heart of the space in terms of architecture. The above-mentioned arches and curved forms guide the users towards the center of the building which fulfils the aforementioned purpose. The heart of the space connects not only all the programs, either physically or visually, but also acts as a collecting point for the nodes taken from the context. This becomes a gathering point and also the starting point of the journey from raw to medium to well-done food and architecture. The flexibility in the ground floor plans represents the flexibility of raw architecture. Moreover, flexibility is a key concept in a recipe. The ingredients can be changed according to the context and need. Similarly, the flexibility in the ground floor allows for the layout to be changed according to the need of the context

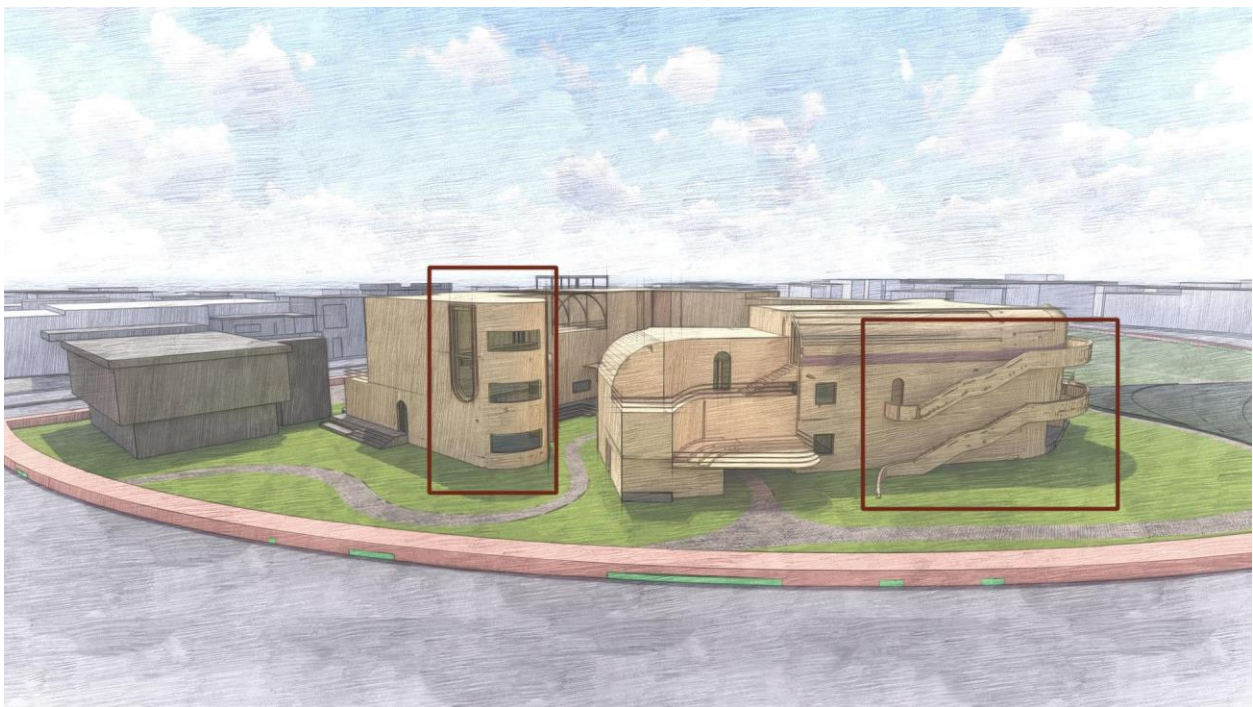


*Figure 0.3 Heart of the space.
The flexible ground floor arched colonnade as a place for collecting.
Source: Author*

6.2.2.3 CIRCULATION

This journey from raw to medium to well-done is materialized through attention to circulation. Therefore, the circulation becomes utmost important and needs to be highlighted as such. The

circulation is tweaked according to the need. However, all circulation is highlighted to create focus on the journey. All vertical circulation is highlighted through different levels of porosity. At some places the circulation is open to surrounding while at some it is partially opened and at others it is closed off. This in itself is a journey, from the raw to medium to well-done. This tweaking of porosity creates different levels of experiences for the users to enjoy and choose from.



*Figure 0.4 The changes in porosity of circulation.
Source: Author*

6.2.3.4 MATERIALITY

Material is the final layer of complexity to the space. Like all other aspects, this too follows the odyssey from raw to medium to well-done. In the façade different layers of the material are exposed to show the transition of a building and the layers within it. The exposed brick shows

the structure in its raw form. Some part is made up exposed concrete which shows the second layer. Finally, the plaster cladded parts of the structure represent the final layer. Architectural elements like the arches also transform their material and use as the programs shift from raw to medium to well-done. As the material transforms their purpose also changes. From being structural to mere ornamental, this element shows its own journey in terms of a recipe.



*Figure 0.5 Materiality changes.
The same arch design as on ground floor, with a lightweight, more processed material. Used for ornamentation.
Source: Author*

6.3 CONCLUSION

To conclude, exploring architecture as a recipe, gives a unique way to view architecture. It presents architecture, not in isolation, but rather in relation to its context. The context not only includes buildings in the context, but also their form, their programs, activities surrounding the building, the natural elements around it and much more. It also establishes a distinct way to view the process of designing. It deconstructs the design process and links it to the surrounding context as well as with the programs within itself. The idea of viewing architecture through the lens of raw, medium and well-done opens new doors of possibilities. The possibilities which can

be explored in terms of programs, materiality and circulation. Linking it to a food related metaphor, opens new avenues for the context. The systematic order of the recipe and translating that to create connections within the context, adds order to the context. It helps create a building with its own character that fits right into the context and helps enhance the context and bring it to its full potential.

Using this narrative in the particular site, not only adds a much needed program but also system to the context. It helps create transparency in the context which connects users. The final design connects different disconnected parts of the context. It also make the context more safe and pedestrian friendly. The narrative of the building translate across the site and helps systemize the context as well as unite it.

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GLOSSARY

AXIS: an imaginary line connecting two points, forms can be arranged around them in symmetry, asymmetry or balance

DECONSTRUCT: reduce something to its original parts often to reinterpret it

FLOW: fluid movement, helping the building transition from one space to the other

FOOD HUB: a facility located centrally with a business management structure facilitating all things food

INGREDIENTS: a part of something bigger than itself

MEDIUM: between two extremes, meat cooked to dark pink center

NARRATIVE: a connected narration

POROSITY: layers of a void

POST EDIT: figure taken from mentioned source, edited by author to be analyzed or to use in collage

RAW: uncooked

RECIPE: a set of instructions for preparing a particular dish including a list of all the ingredients required

TANGIBLE: something that can be touched

TRANSPARENCY: nothing being hidden

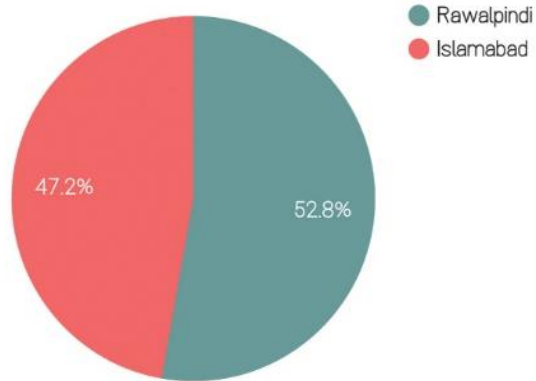
WELL-DONE: thoroughly cooked

APPENDIX

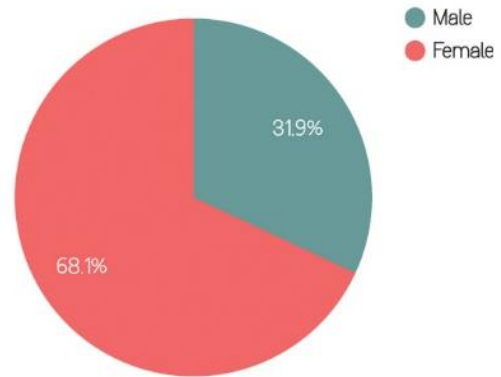
1 Questionnaire conducted from 80 residents of Rawalpindi and Islamabad.

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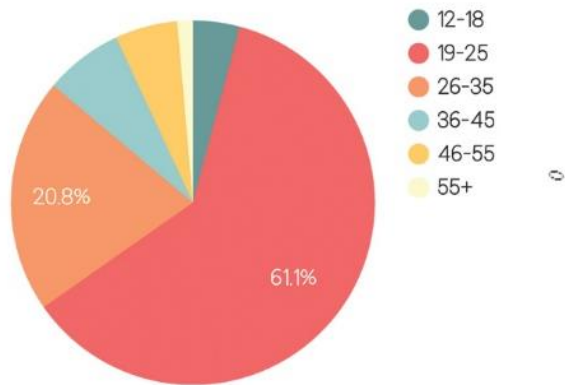
City



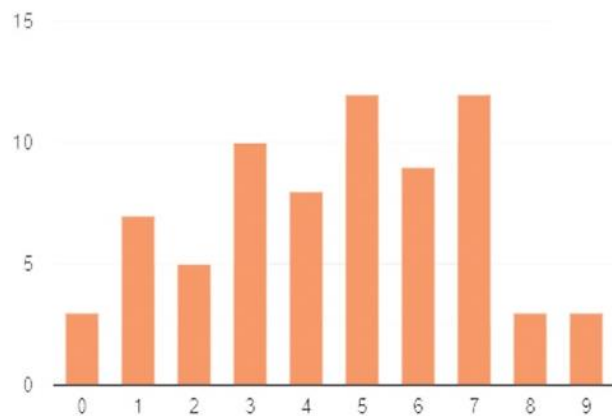
Gender



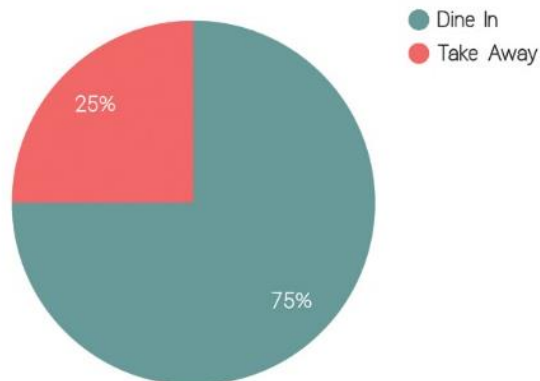
Age



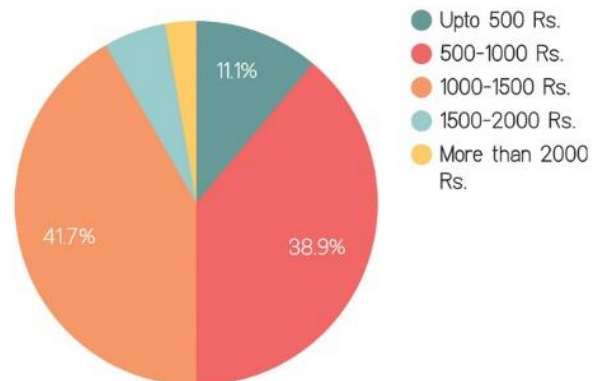
How often do you dine out?

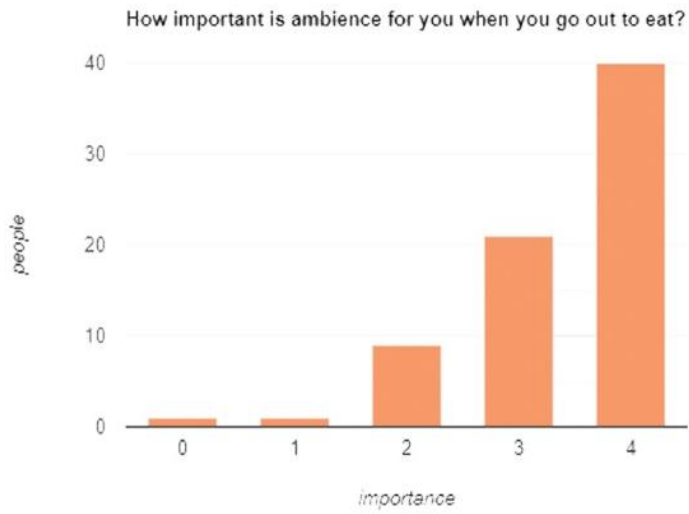


Do you prefer dine in or take away?

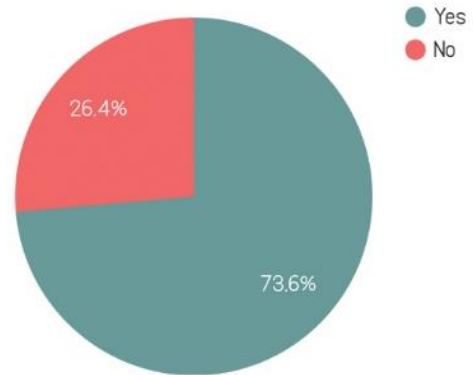


When you eat out, how much do you spend per person?

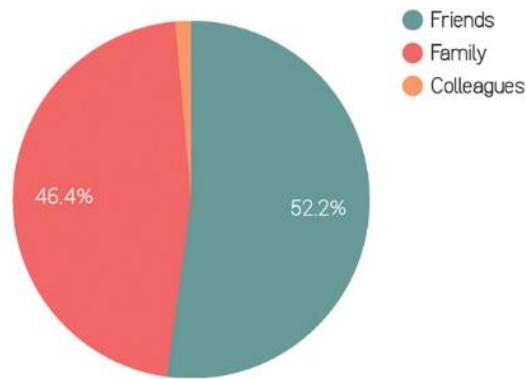




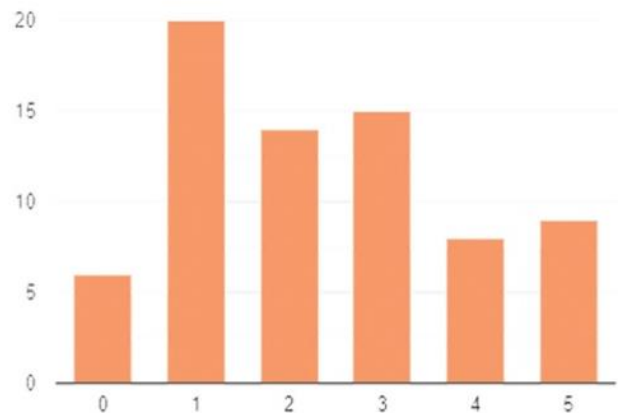
When going out to eat, do you prefer places with outdoor seating option?



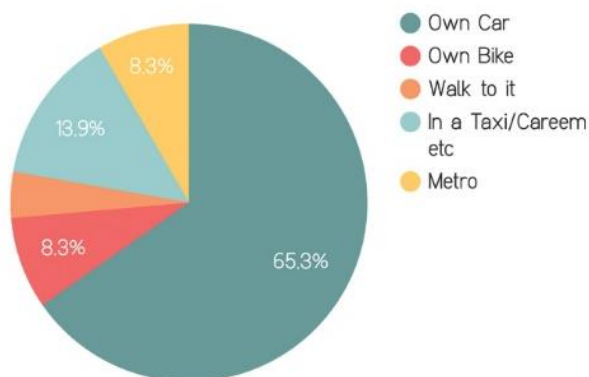
With whom do you dine out usually?



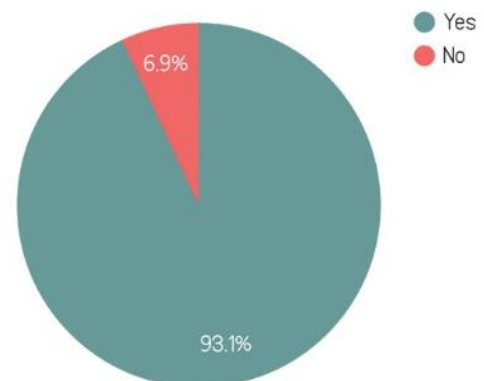
How frequently do you visit Commercial Market, Rawalpindi?



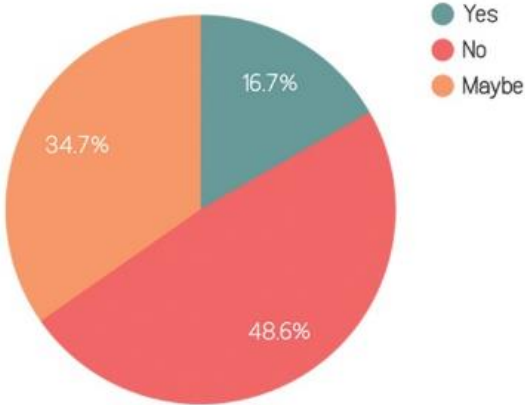
How do you visit Commercial Market Rawalpindi?



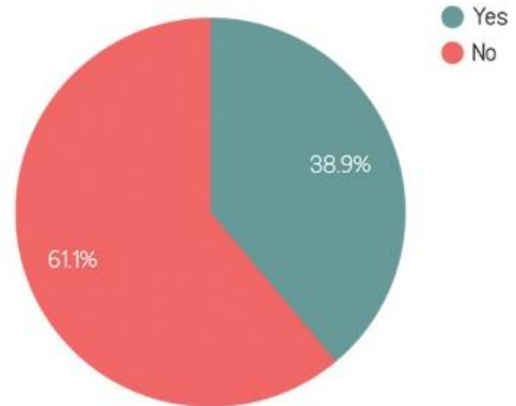
Is parking a hurdle in Commercial Market, Rawalpindi?



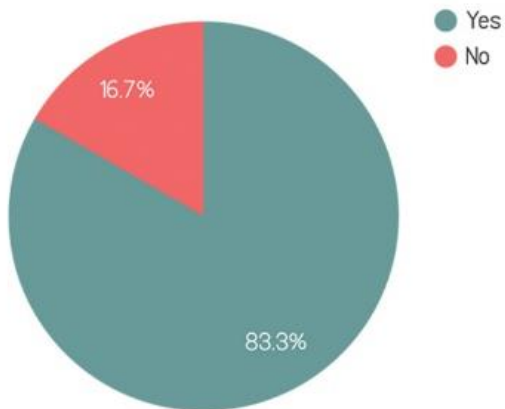
Are you content with the food options currently available in Rawalpindi?



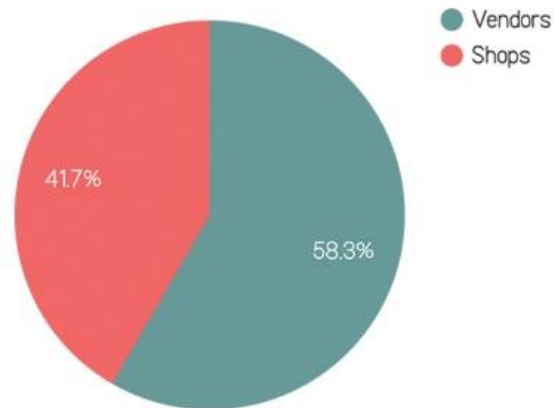
Are you satisfied with the food options in Commercial Market, Rawalpindi?



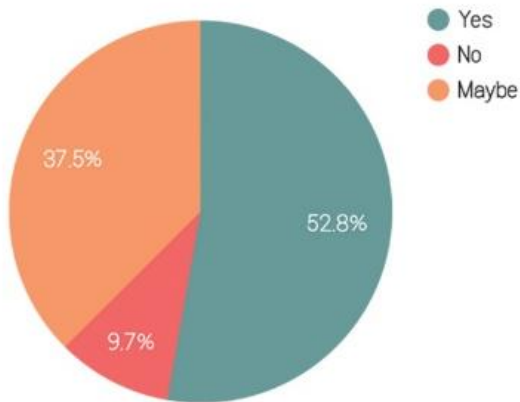
Would you like more dine in options in Commercial Market, Rawalpindi?



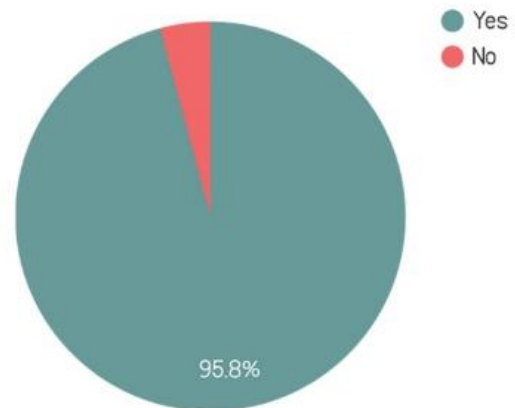
Where do you prefer to buy your wet groceries (fruits and vegetables) from?



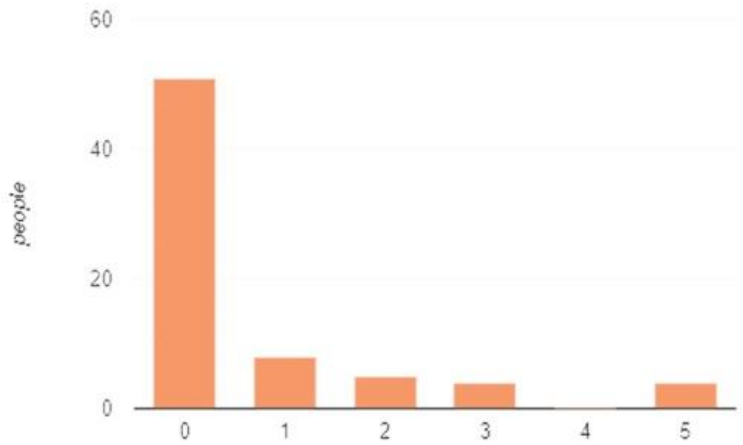
Would you like a centralized place in Commercial Market to buy wet groceries (fruits & vegetables) from vendors?



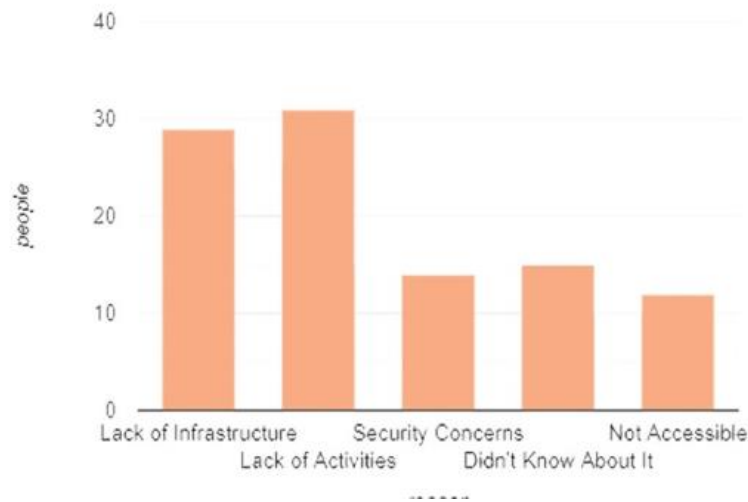
Do you think the food vendors in Commercial Market Rawalpindi need to be regularized?



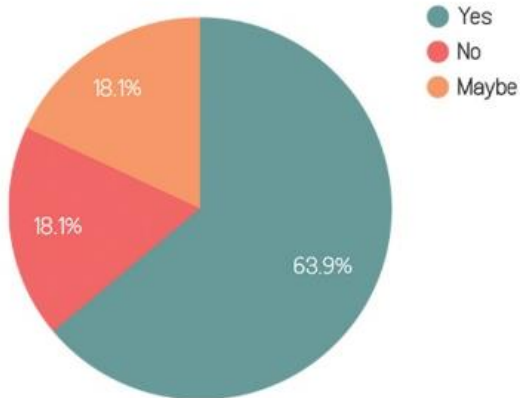
How often do you visit the Park in Commercial Market (next to the old Bachon ki Duniya)



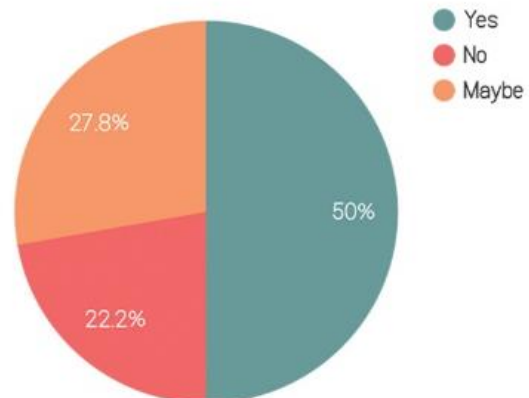
Reason for not visiting



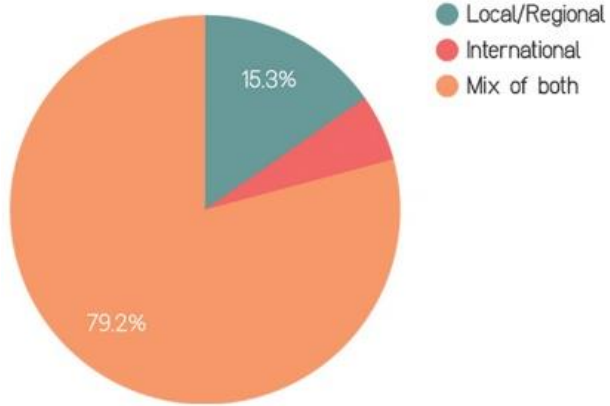
Would you be interested in proper cooking courses in professional kitchens in Rawalpindi?



Would you be interested in learning the history and process of food and food appliances?



What options should a food hub in Rawalpindi have?



Do you think a food hub can act as a cultural icon for its region?

