

Explanatory Note:

City Market, Pazardzhik Bulgaria

The design proposal deconstructs the idea of the traditional Bulgarian 'Chitalishte' or community and cultural centre and transforms it into physical architectural space.

The goal is to design not just a market building, but also a public space where users from all over (locals and tourists alike) can gather to celebrate cultural events, festivals and community all while indulging in retail and food experiences.

The process begins by identifying the key opportunities on site. Major ones include identifying nodes that connect the site to the adjacent park, which provides an excellent opportunity to integrate the design with the natural surroundings. The second opportunity is the underutilised road that runs alongside the park. Although the design brief suggests that the road be removed, this proposal makes a conscious decision to retain that road and convert it into a pedestrian promenade that will allow for the creation of urban spaces of rest and relaxation, as well as a potential space to host pop-up festivals, bazaars, Christmas and easter markets. As the user walks along the promenade, he/she experiences all the various colours of the bazaar through an experiential route.

The use of vibrant colours throughout the design is also a conscious choice, as it invokes feelings of liveliness, allowing the design to stand out in its context. Throughout the design, coloured polycarbonate facades have been used as they have better thermal resistance and are thus effective in intense heat conditions, all the while retaining the colourful aesthetic of the volumes. The selection of colours is not random, as each typology and/or program may be identified through its unique colour, allowing users to navigate through the space without getting lost.

Use of digital displays, billboards and signages not only help generate revenue for the site, but are also excellent for screenings and public events.