

# TRANSFORMING THE ENGROSMARKET

# Site Analysis

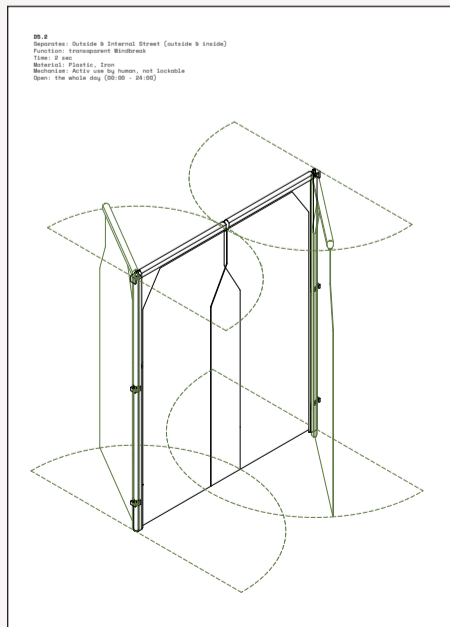
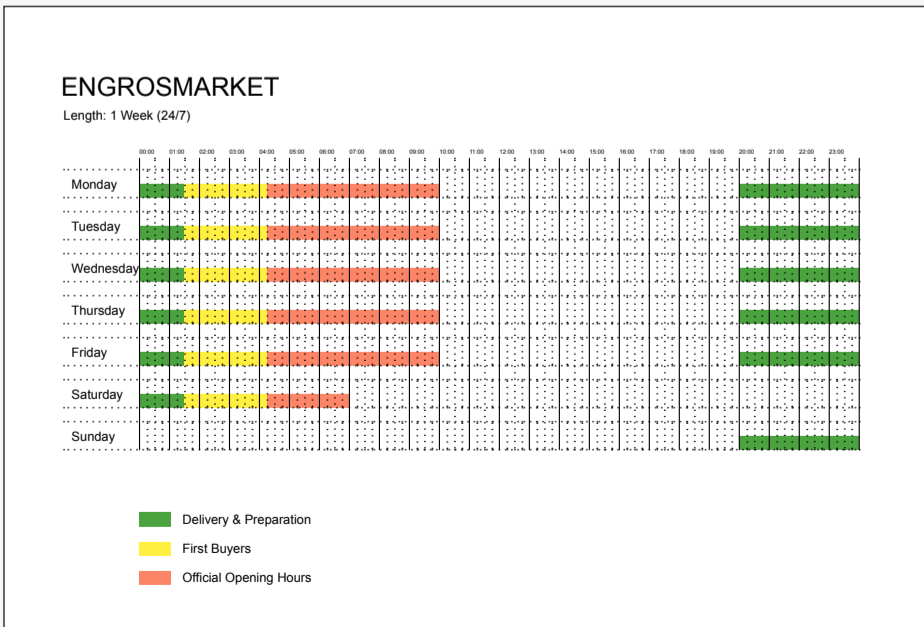
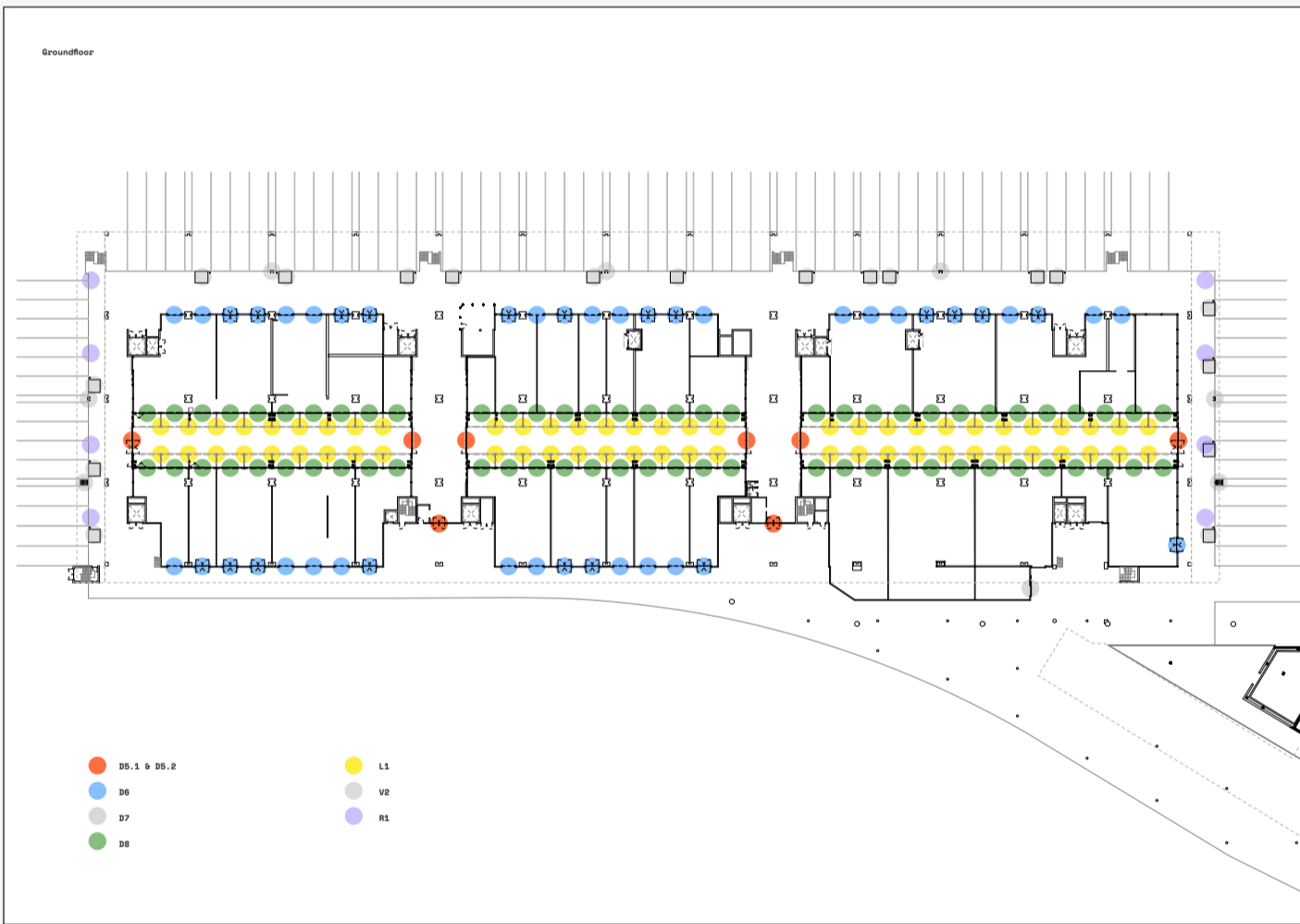
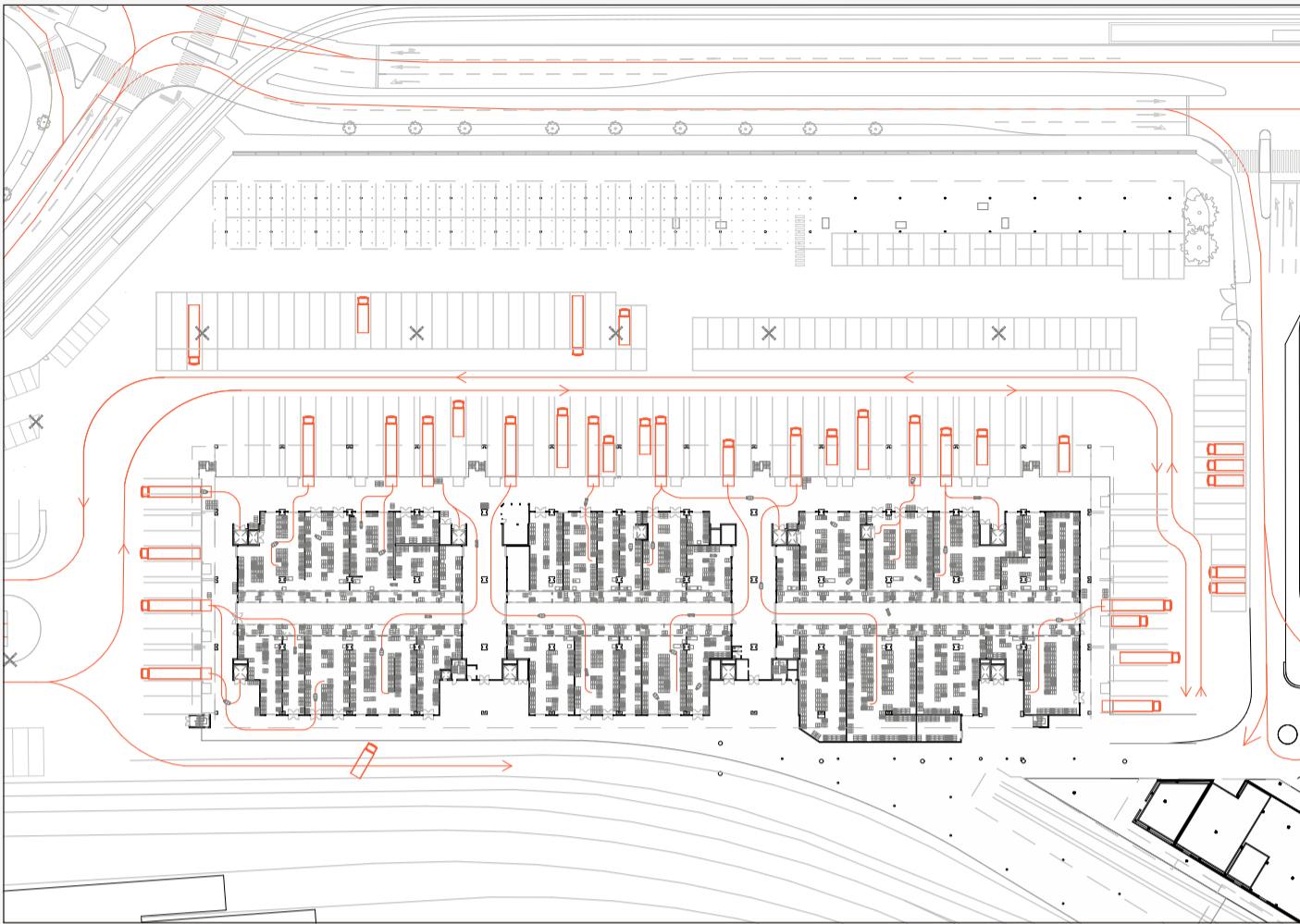
As the city of Zürich is growing, the industrial areas are slowly moving closer to the city. They remain “forbidden areas” in the sense that they are not accessible for the public. They therefore can not yet be named as being part of the public city. How do we, in future, deal with such areas within immediate proximity to residential quarters?

Built in 1980, the Engrosmarket belongs to this kind of sites and lies at the border of Zürich West (Herdern). The site is ideally situated, at the transition point from the national road network to the city road network and close to the Europabrücke. This ensures smooth collection and delivery of goods in the region of Zürich without burdening the city center of Zürich. The goods being traded arrive throughout the day and are distributed by trucks in the early morning hours, since traffic conditions are most convenient around these hours. This means that during the night, the Engrosmarket transforms into one of the biggest indoor markets in Switzerland, where fresh goods are being traded, prepared for transportation and distributed all over the region of Zürich and beyond. During the daytime the site is calm, as only a small number of trucks with locally and internationally produced goods arrive from time to time.

Once a truck docks the building, the goods are either transported to the salesroom and made ready for delivery, or brought to the storage rooms where they stay up to four days. Unloading of the truck would not be possible without the loading ramp which is 1.2 meters above ground and forms the ground floor of the building that includes the salesrooms. The ramp includes stairs to make the building accessible for the workers. All of the salesrooms have individual access, either directly from the loading ramp or through the internal street, in which markets arise during the night and throughout the early morning. All of the spaces are connected through a variety of doors, that open and close at certain times of the day according to the requirements and allow the space to be transformed into a covered market for a short period of time.

These mediating elements, as I would interpret them, can be found throughout the entire building. Built in a dry construction, they can easily be replaced or added, and they stand in contrast to the primary structure made of concrete. Besides regulating the entire facility and forming the infrastructure of the building, they let the Engrosmarket function as a highly specialised machinery for distributing and exhibiting fresh goods.

# TRANSFORMING THE ENGROSMARKET



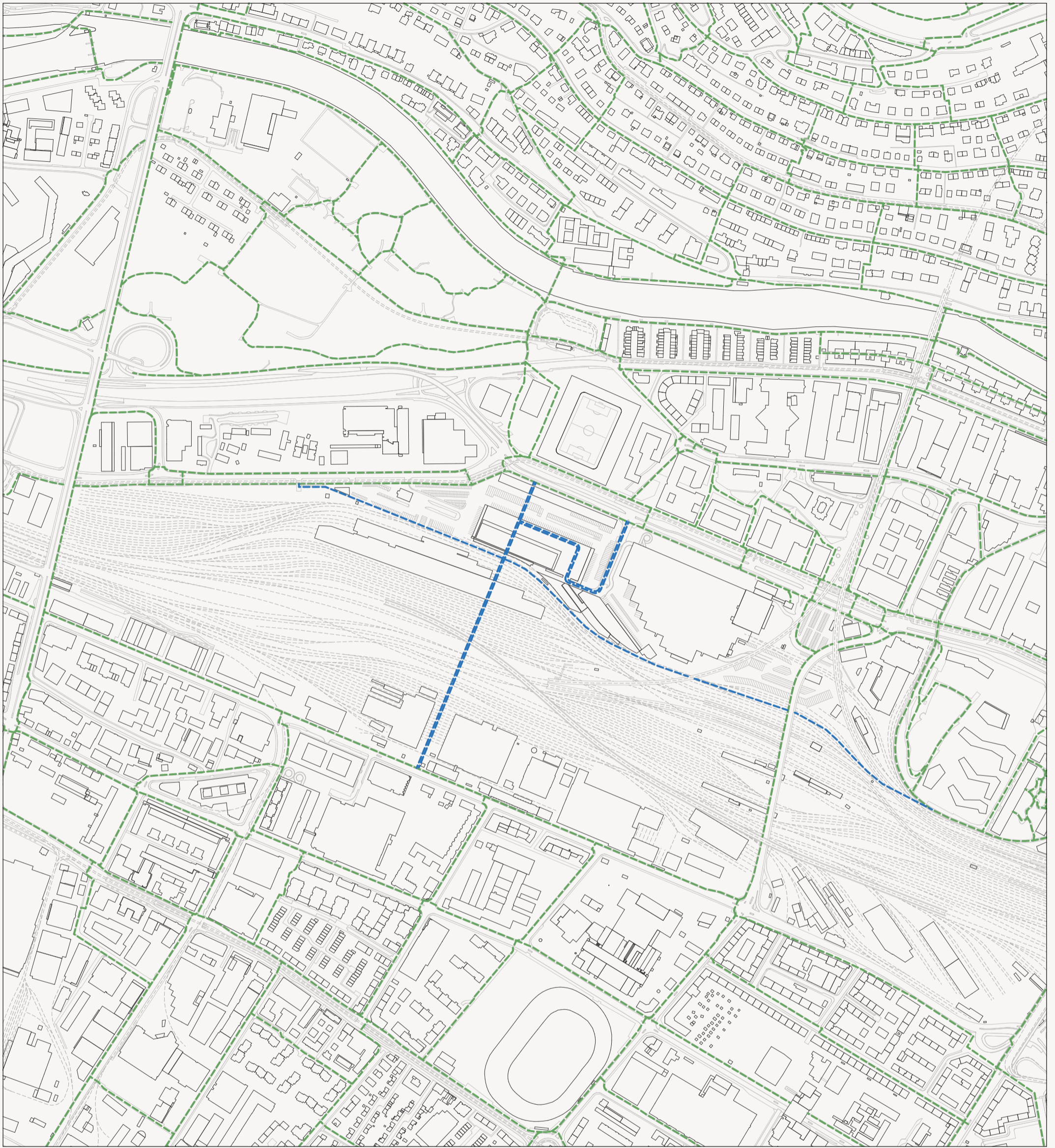
# Project

The project changes the balance of the existing building by adding new elements and destroying as little as possible. Just as the existing components they regulate the facility, but in a new way that allows the site to become more public at certain times of the day and week. These surgical implementations include the following: Firstly, a new entrance allows direct access to the site when public events are held. Secondly, the elevated walkway which includes an integrated door system, transforms the marshalling area into a space where such events can be hosted. Its extension connects the district of Herdern with Altstetten. Thirdly, a vertical connection allows the internal street on the ground floor to become a space where public markets can be hosted. Fourthly, elements are added to the internal street which transforms the space into a more

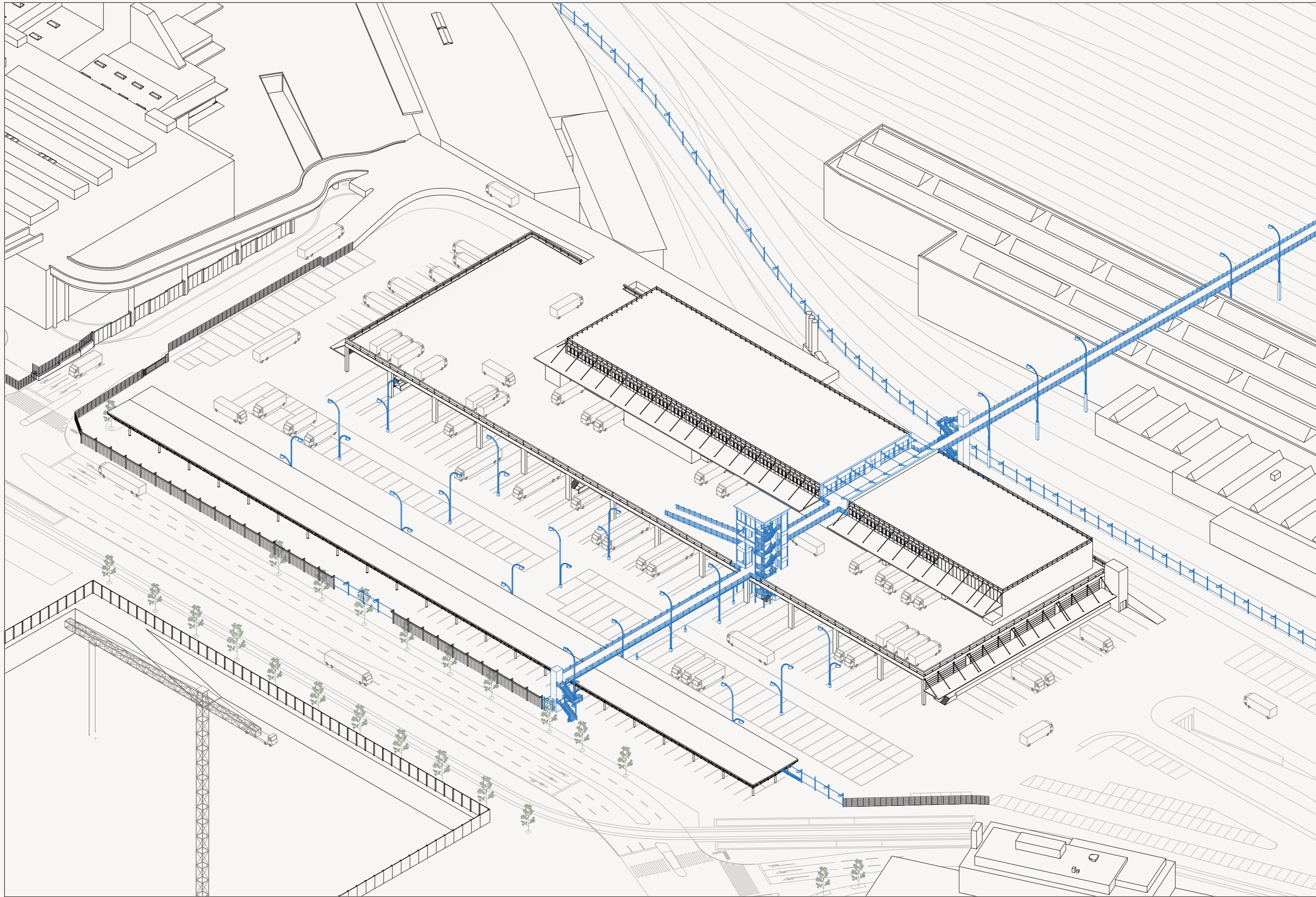
public environment. Finally, a section of the upper office level is transformed into an outdoor public passage, which allows the office spaces along this passage to transform into publicly rentable spaces.

The added elements are transformations of the old. Their ability to change a space in a short period of time and their construction characterised by lightness is a common feature. Together they create a new system overlaying the existing one. Now the site is not only dominated by logistics and work, but also by public programs taking place at certain times of the day and week. The visitor can become part of a system, a system that has been invisible to the public until now. In this sense the market is being made more visible by bringing the inside to the outside and vice versa.

Network



- Pedestrian Network Project
- Existing Pedestrian Network

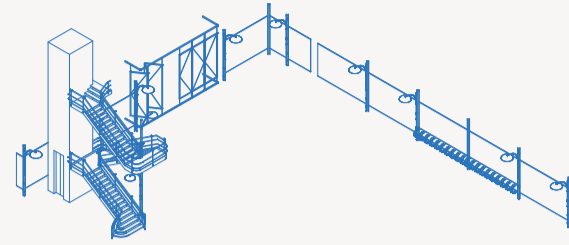


# TRANSFORMING THE ENGROSMARKET

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## 1. Entrance

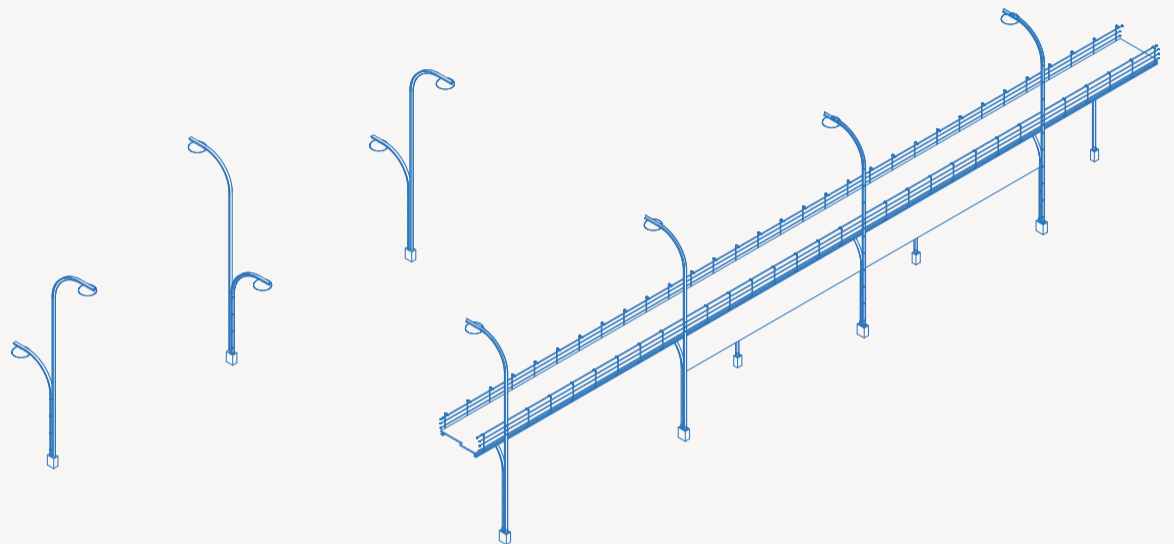
- 1.1 Gate
- 1.2 Staircase and Elevator
- 1.3 Fence



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## 2. Elevated Walkway

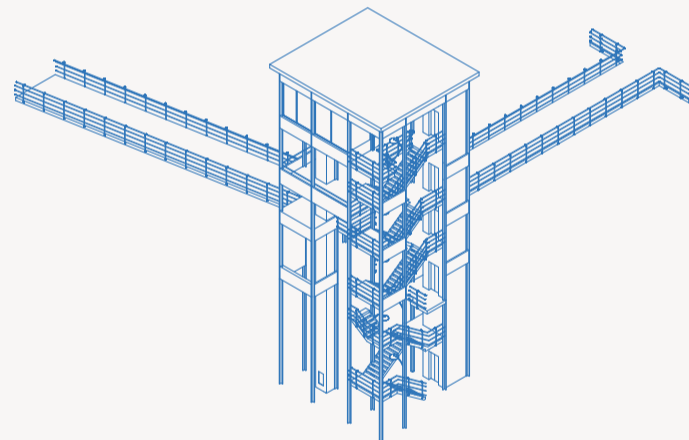
- 2.1 Structure
- 2.2 Door System
- 2.3 Pillars and Lights
- 2.4 Railing



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## 3. Vertical Access

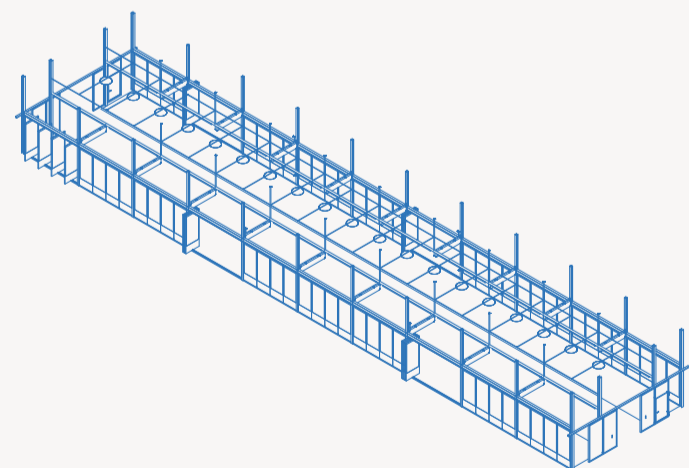
- 3.1 Structure
- 3.2 Door
- 3.3 Door Handle



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## 4. Internal Street

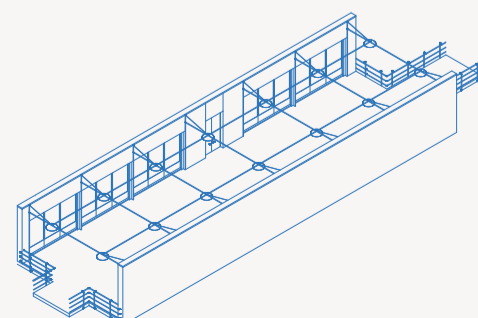
- 4.1 Doors
- 4.2 Light System



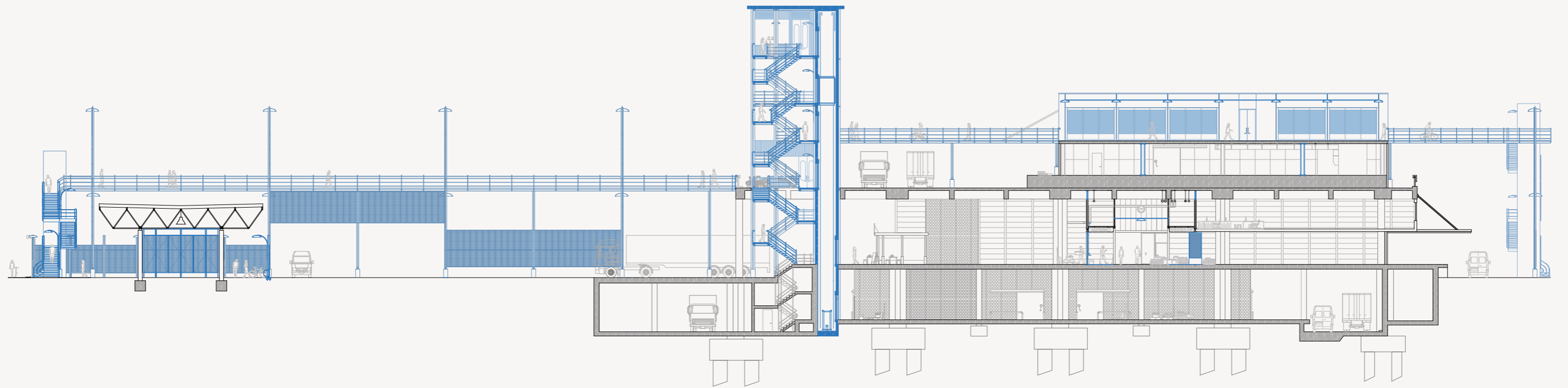
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## 5. Rooftop Passage

- 5.1 Doors
- 5.2 Light System



Interventions Section



0

50m



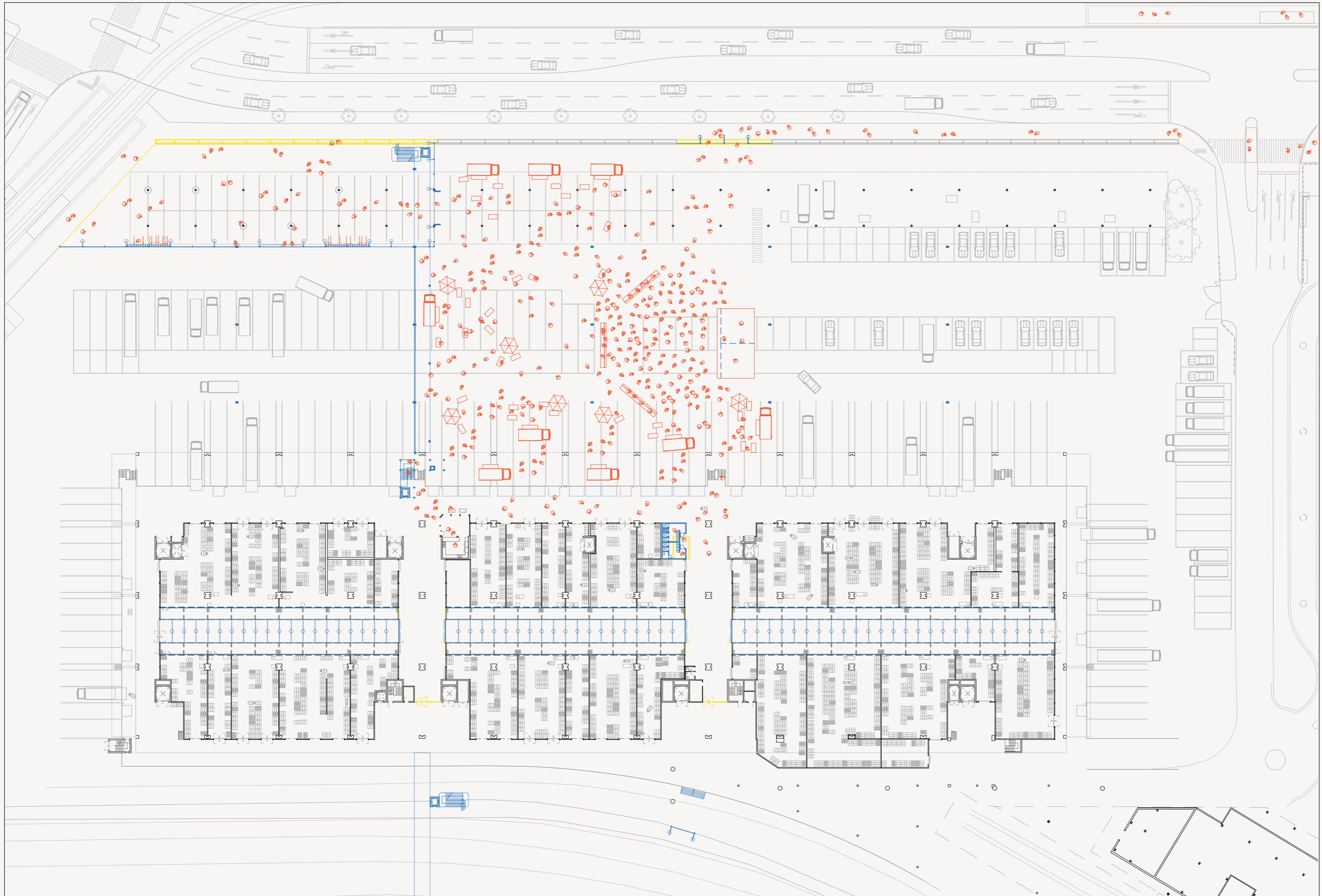
# The Entrance and the Elevated Walkway

On weekends, at the time when the least traffic is happening on the site, the marshalling area can be used as a public space where events such as concerts, food festivals or flower markets can be hosted. While the entrance gates at Pfingstweidstrasse open for such events, the gate under the bridge closes. This allows to maintain the flow of the logistic. But more importantly, it allows a safe environment where the public can move freely without being disturbed by vehicles. The newly added western entrance on Pfingstweidstrasse is located under the MERO roof of the Producer's Market, a third of which will be made permanently public. The new fence with integrated bike racks and a lighting system marks the border between the site and the public.

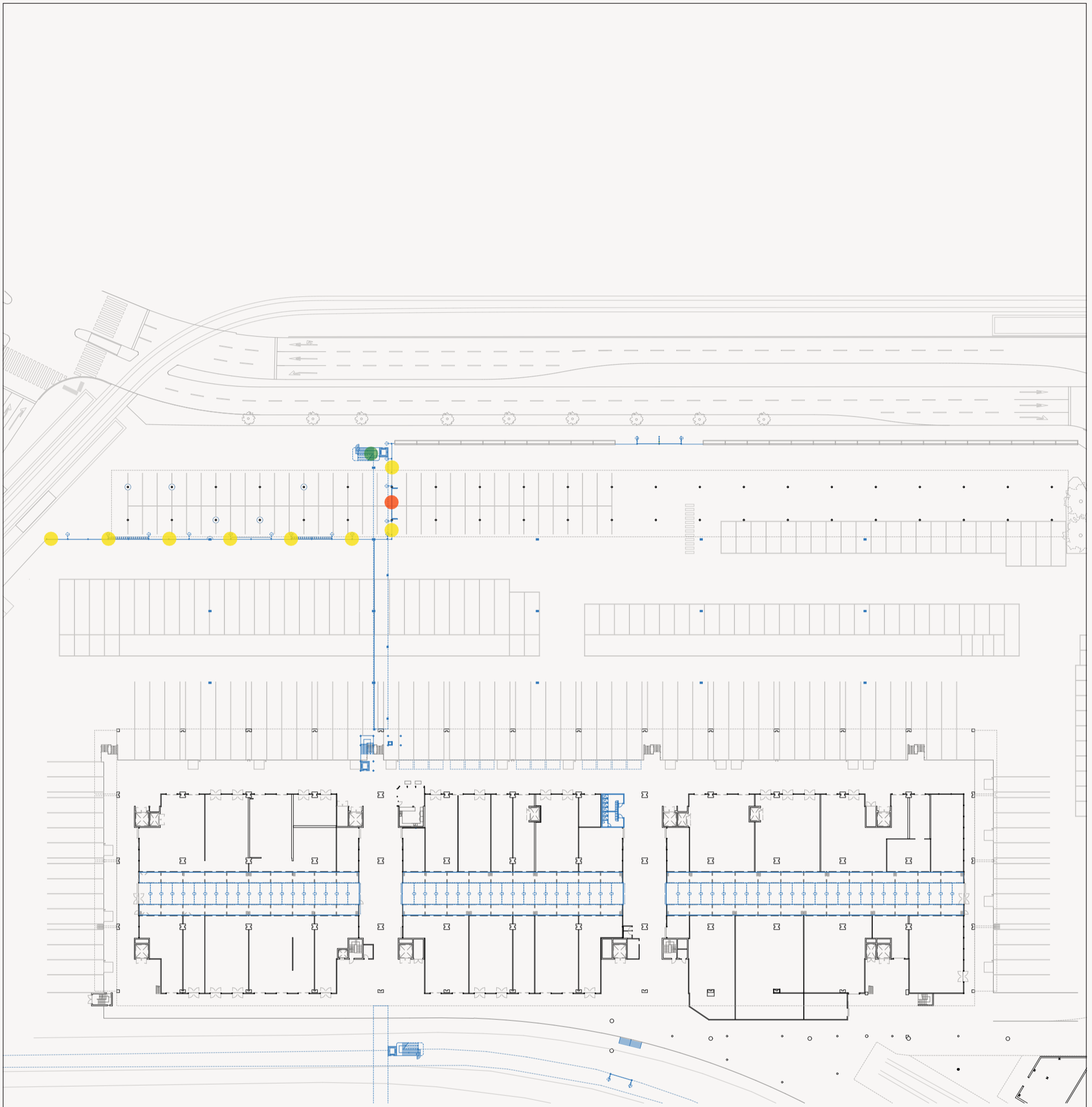
At the same time the gate offers, by means of a lift and stairs, access to the elevated walkway, which leads in the extension over the entire track field to Altstetten.

In a larger scale, the site is being made permeable at any time of the day, and the two quarters Herdern and Altstetten, both subjected to newly built housing areas, are being connected. A second connection, the track field path (Gleisfeldweg), which is in planning by the city of Zürich, is also integrated in this scheme which brings the city closer together. The steel posts of the bridge are integrated into a grid of lights that are spread over the marshalling area and that illuminate the facility during the main working hours happening at night. The integrated gate system enables the separation of the site during events in order to allow for a safe stay of the public.

Marshalling area transformed into Event Space Example: Concert

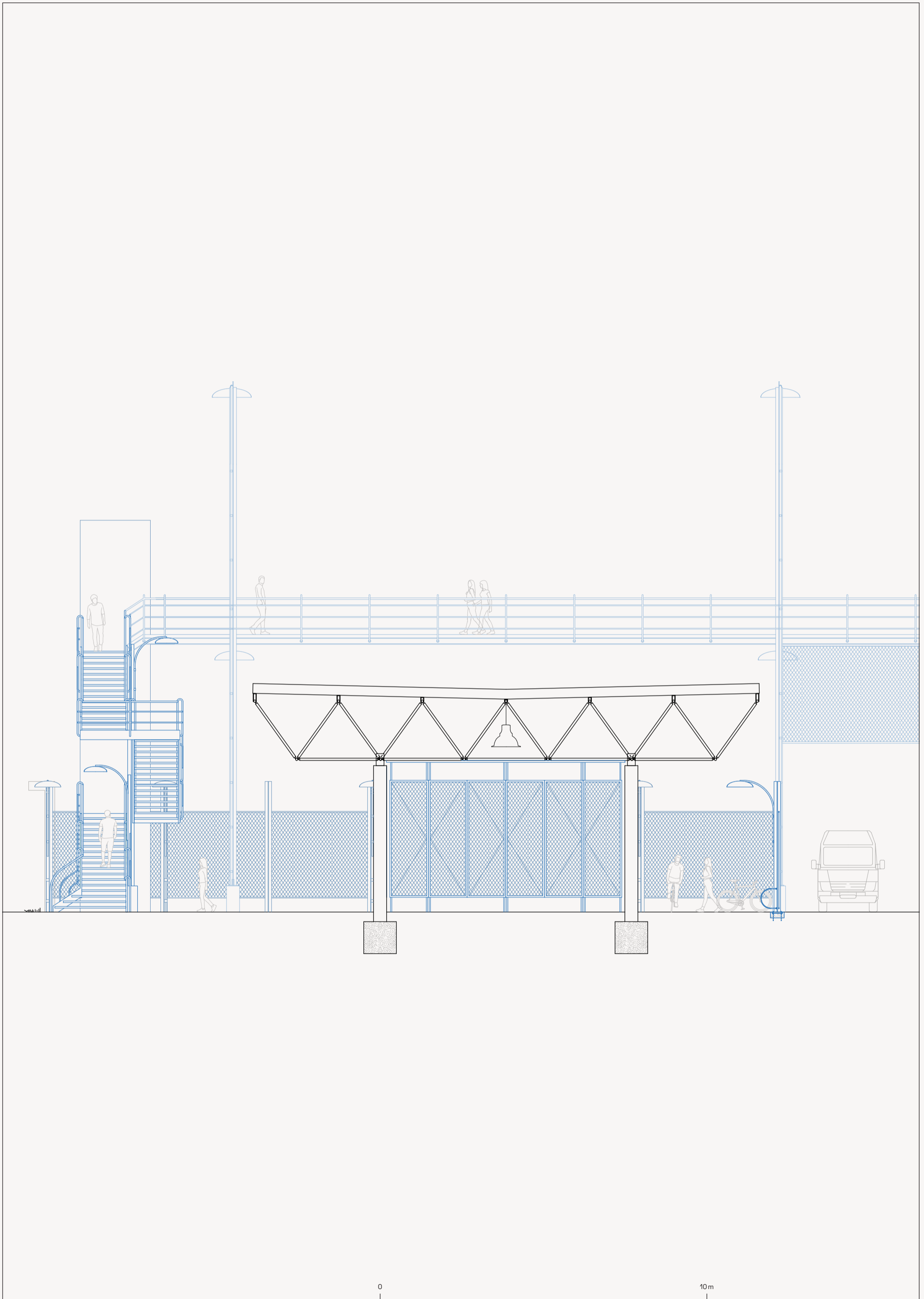


# 1. Entrance



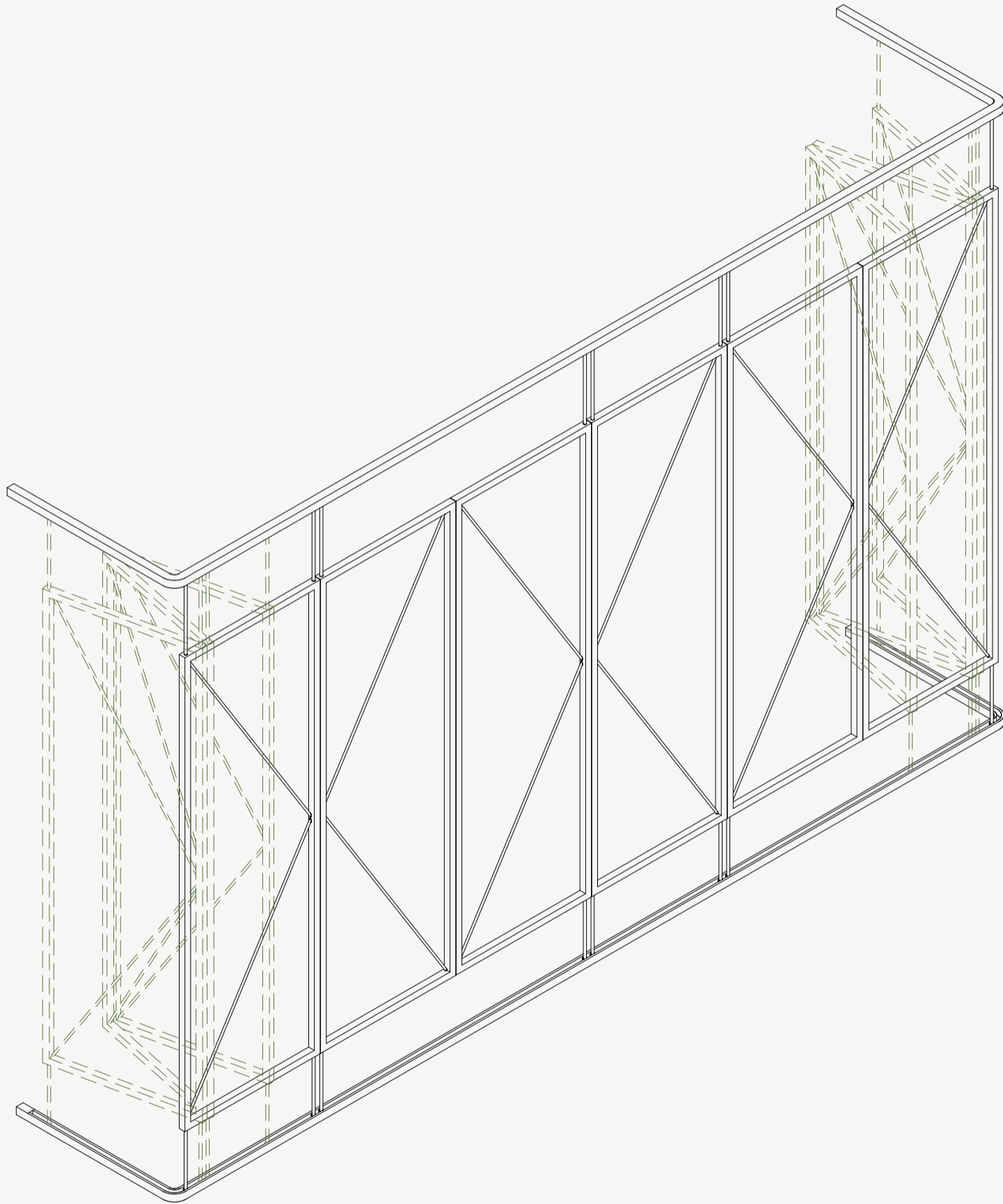
- 1.1 Gate
- 1.2 Stairs and Elevator
- 1.3 Fence

1. Entrance: Elevation



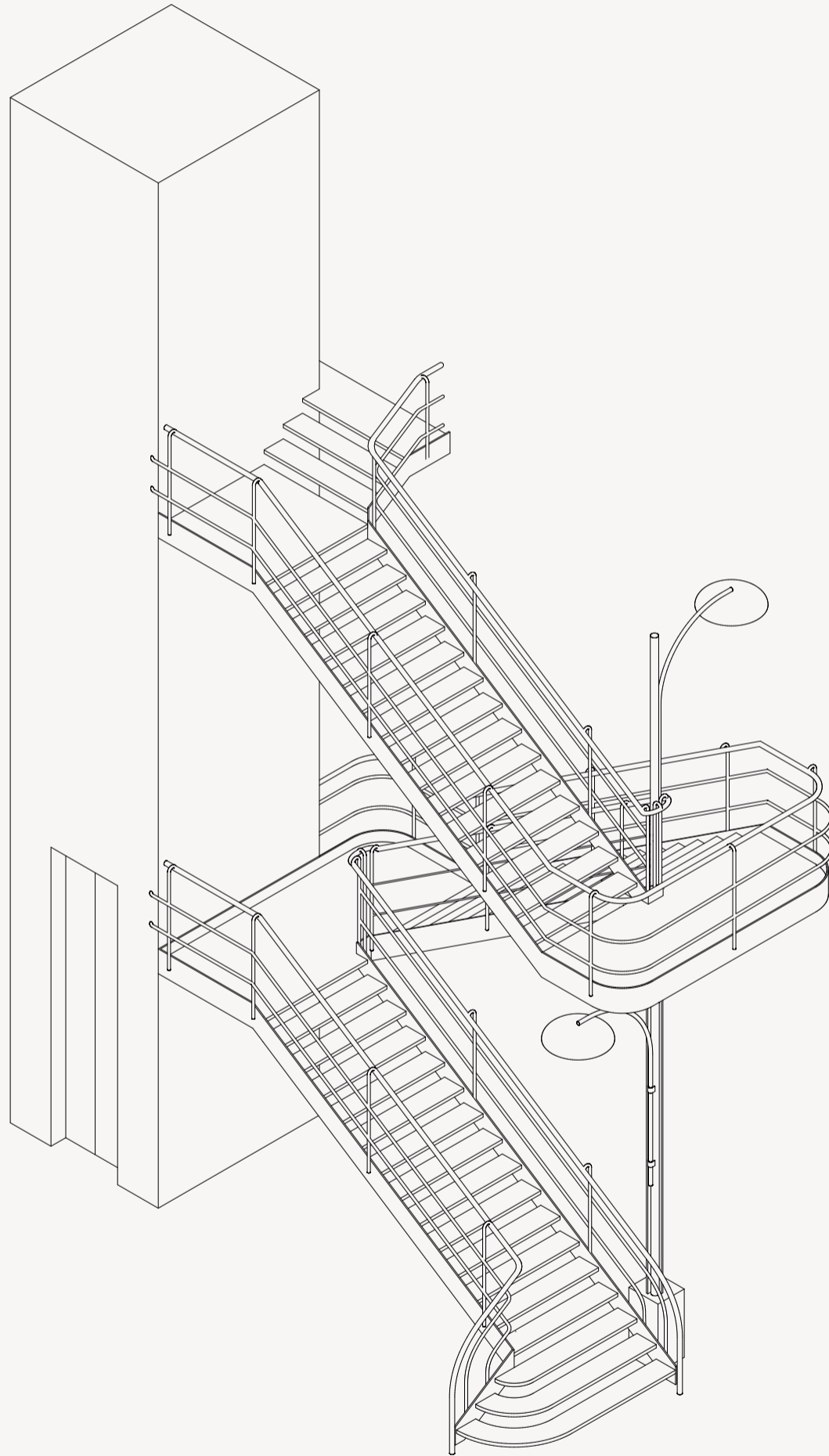
## 1.1 Gate

**Gate**  
Separates: pfingsweidstrasse and marshalling area  
Function: allows public access  
Material: painted steel  
Mechanism: mechanized  
Open: saturday 9am - sunday 22pm



## 1.2 Stairs and Elevator

**Stairs and Elevator**  
Connects: pfingstweidstrasse and elevated walkway  
Function: allows access onto elevated walkway  
Material: steel painted steel, concrete  
Open: always



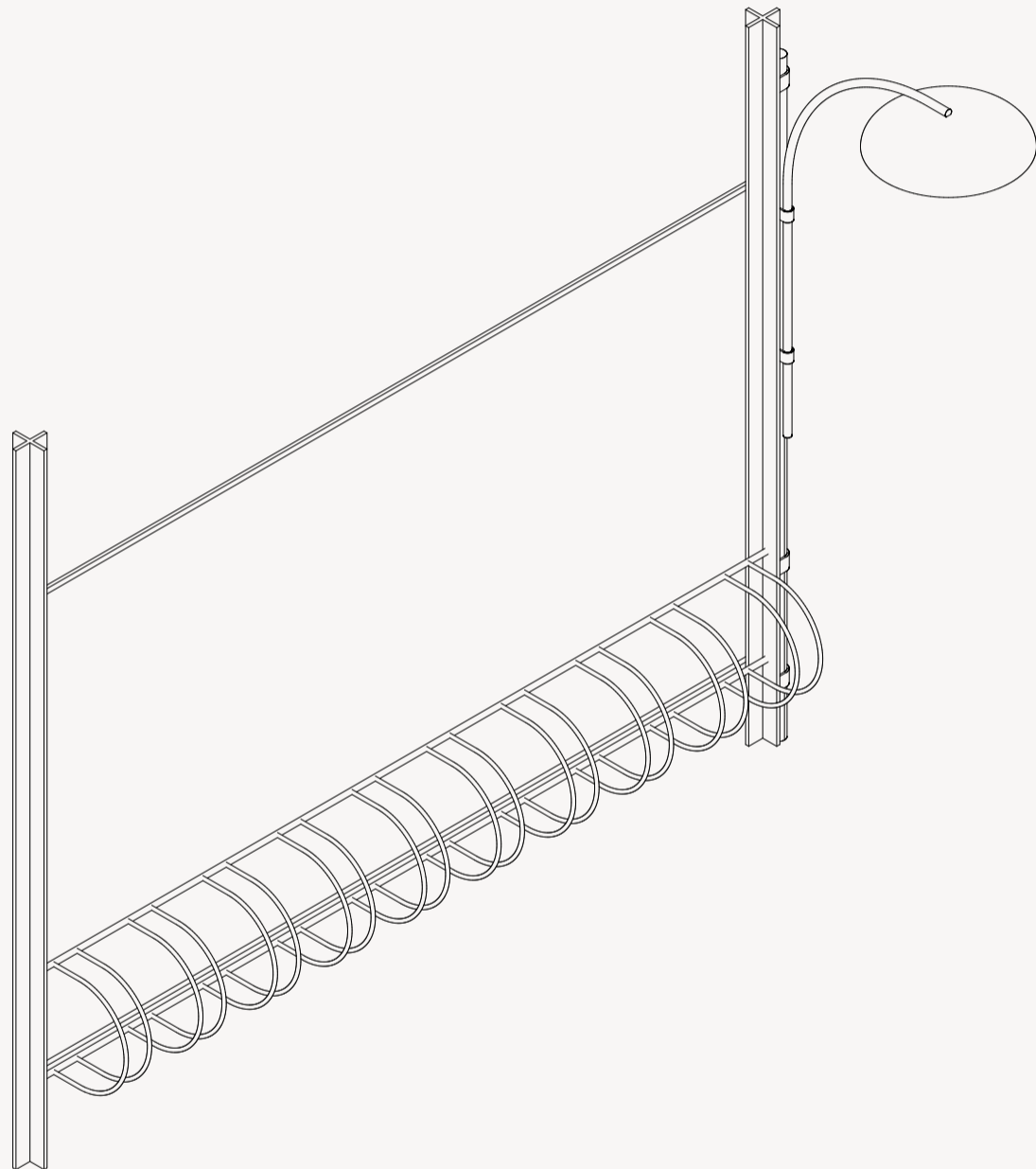
## 1.3 Fence

### Fence

Separates: pfingsweidstrasse and marshalling area

Function: separation, bike storage, enlighting

Material: painted steel

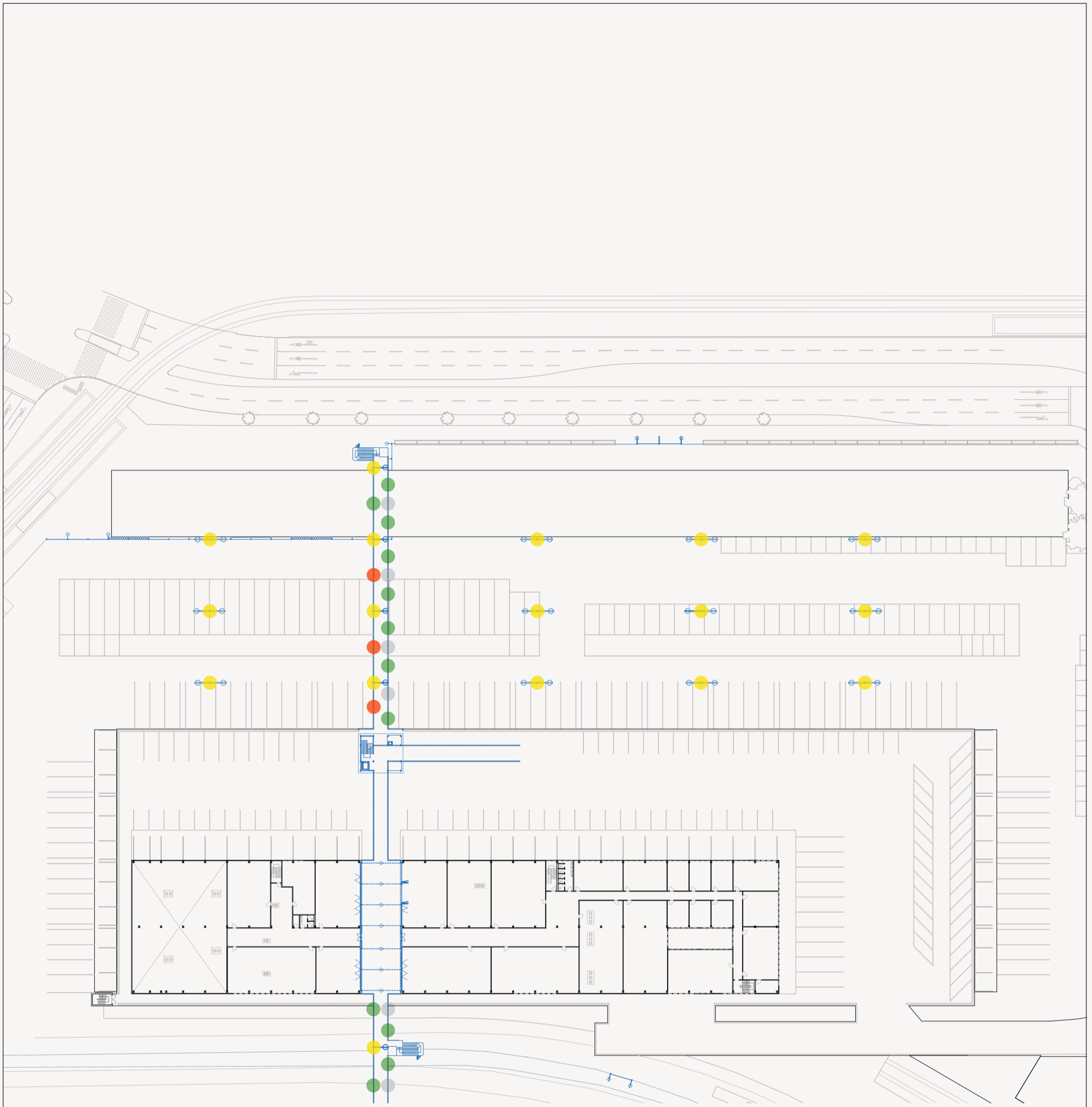




1 Entrance

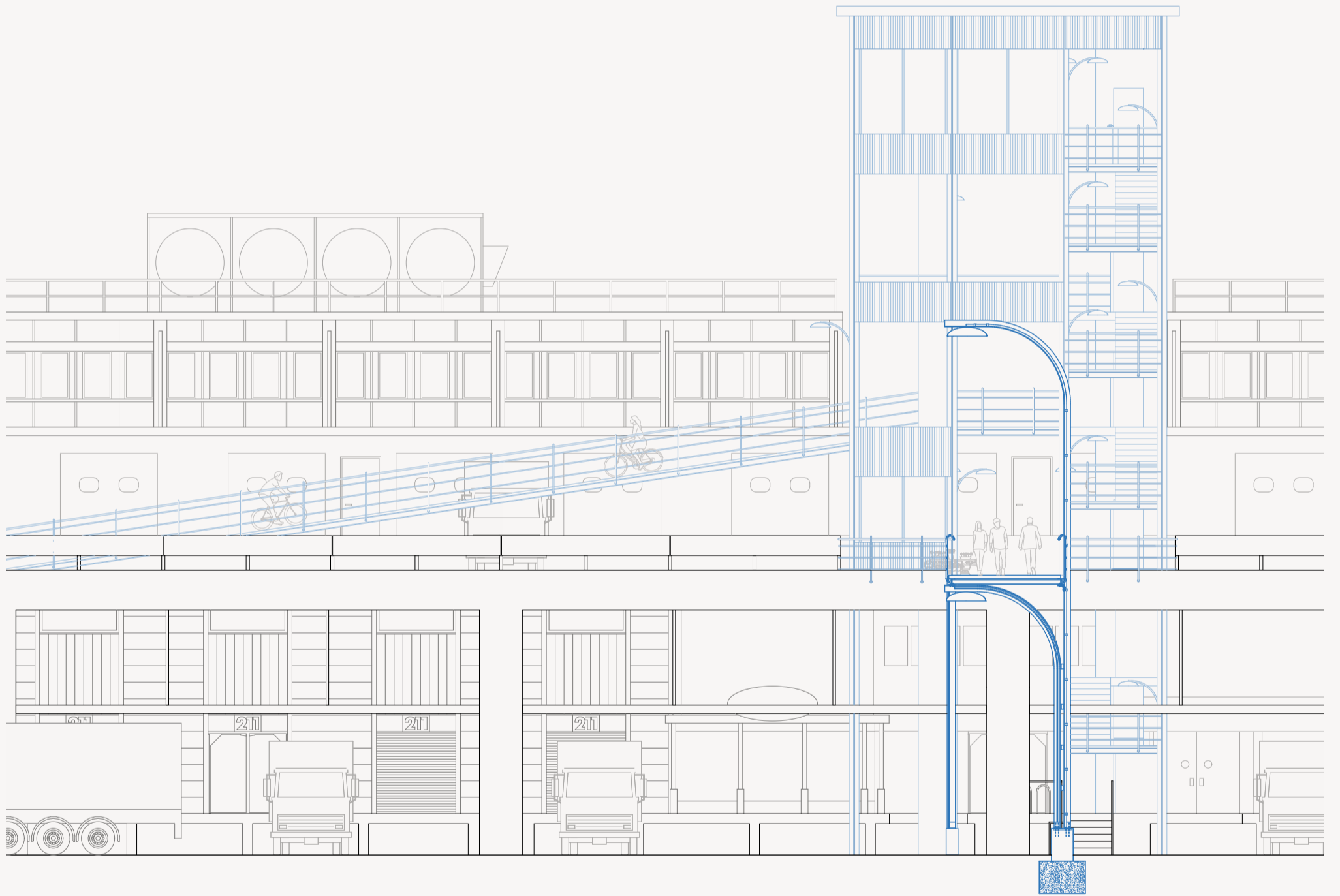


## 2. Elevated Walkway



- 2.1 Structure
- 2.2 Door System
- 2.3 Pillars and Lights
- 2.4 Railing

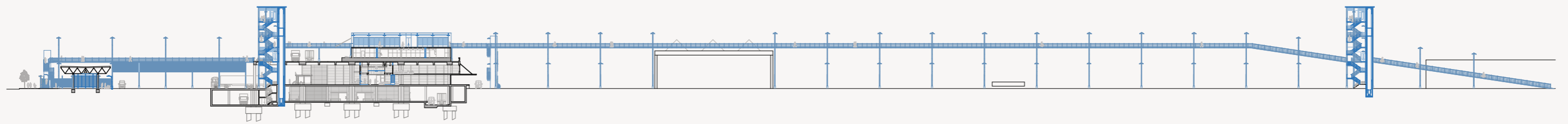
2. Elevated Walkway: Section



0

10m

## 2. Elevated Walkway: Section



0

100 m

## 2.1 Structure

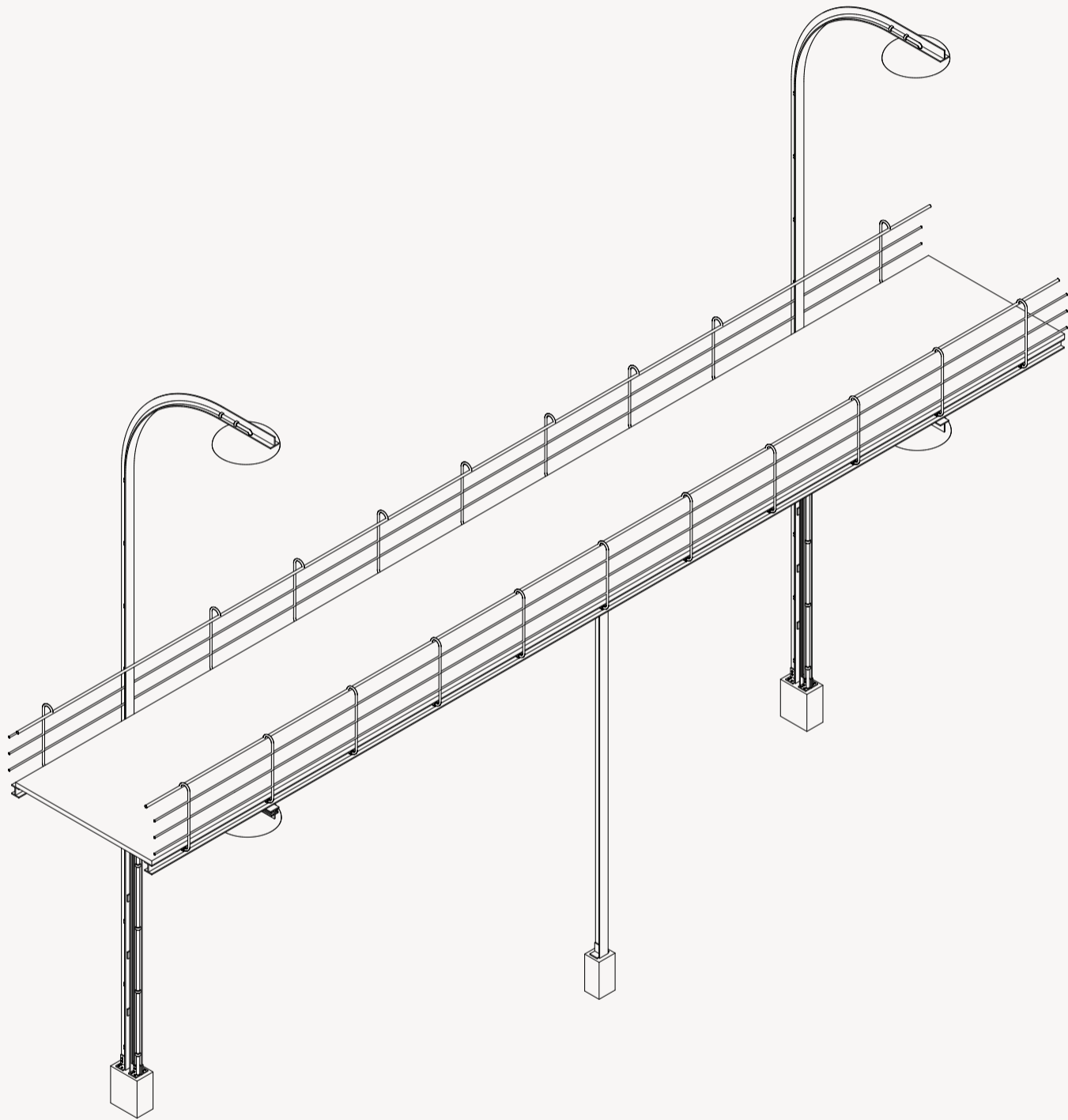
### Structure

Connects: Zürich Herdern and Zürich Altstetten

Function: connection, separation, enlighting

Material: steel, painted steel, concrete

Open: always



## 2.2 Door System

### Door System

Separates: marshalling area and public area

Function: enables safe public events

Material: steel, painted steel, concrete

Closed: saturday 9am - sunday 22pm



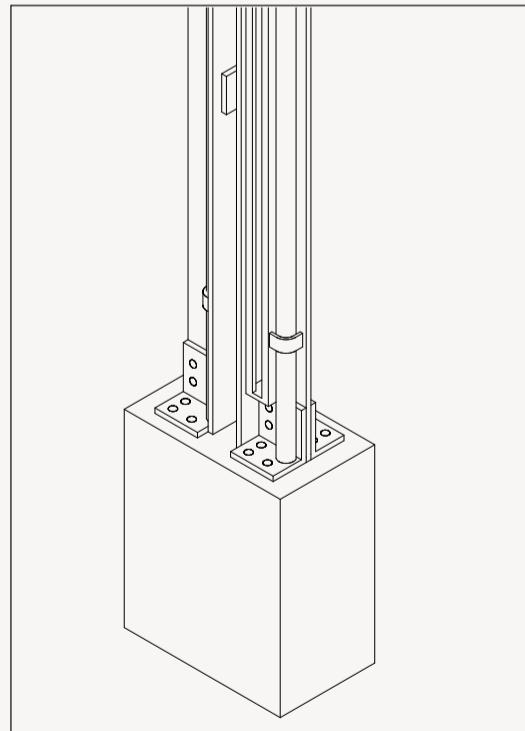
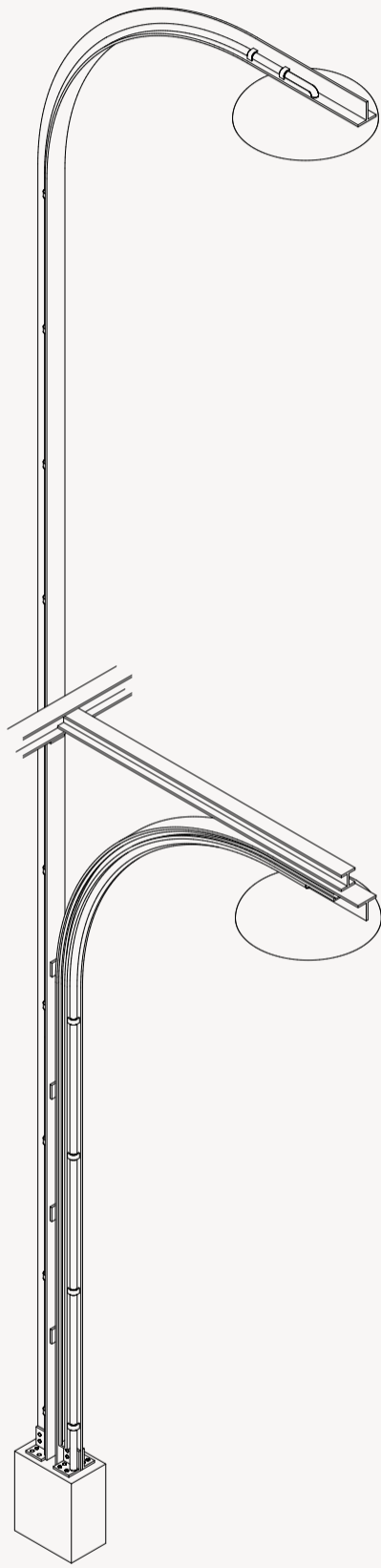
## 2.3 Pillars and Lights

### Pillars and Lights

Function: structural and enlighting the site

Material: steel, painted steel, concrete

On: at night

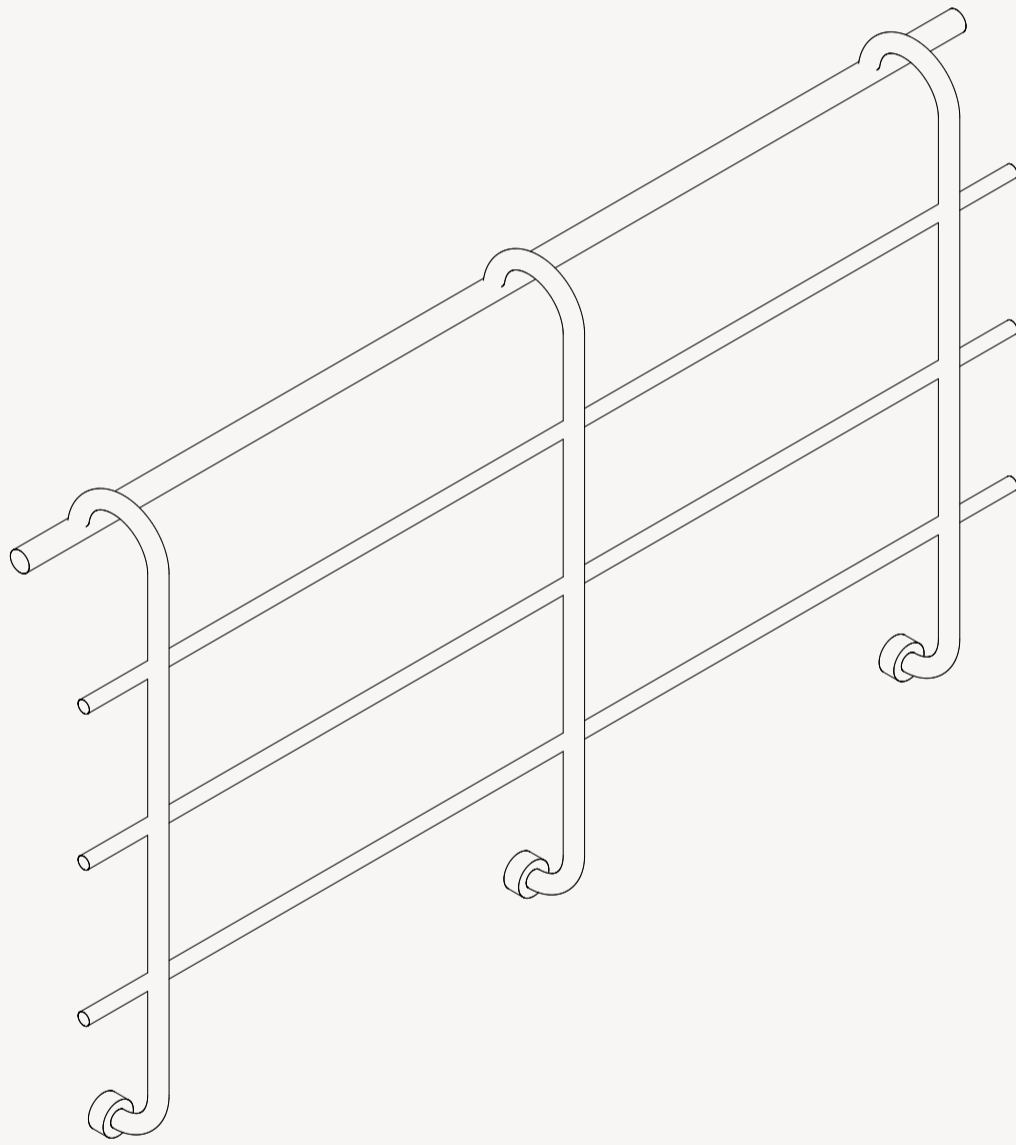


## 2.4 Railing

### **Railing**

Function: safety

Material: painted steel





2 Elevated Walkway



# Vertical Access and Internal Road

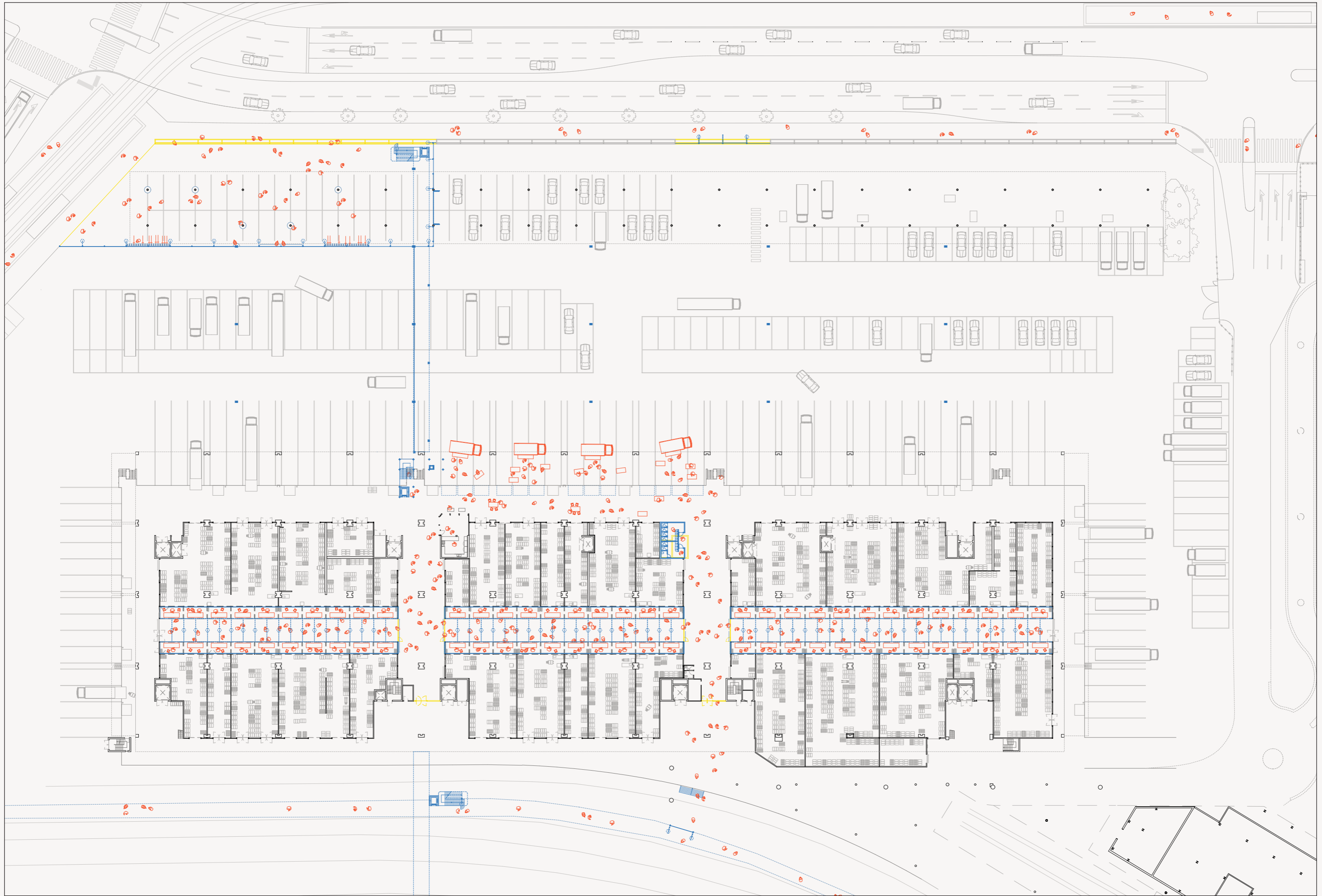
The elevated walkway is connected with a vertical access, which on the one hand leads to the ground floor of the Engrosmarkt and on the other hand forms a tower, enabling the site to be observed from a new perspective. By incorporating the existing ramp, located in the eastern part of the facility, with a newly added one leading from the roof of the Engrosmarkt through the tower on to the bridge, the connection with Altstetten is also made accessible for bicycles.

The new vertical connection allows the internal street, where markets are being held during the night, to become public. This street was built specifically for the display of goods. This function of the exhibition of goods will be broadened by an extended assortment of goods, addressing a different type of user, and thereby transforming the site during weekdays and on weekends into a public space. A newly added system of light is intended to make the space brighter and make the merchandise for sale more visible. The newly glazed doors (structural glass) are intended to simultaneously allow for a view into the storage areas, but also allow for more light to enter the room. By painting existing durisol panels and parts of the floor for or-

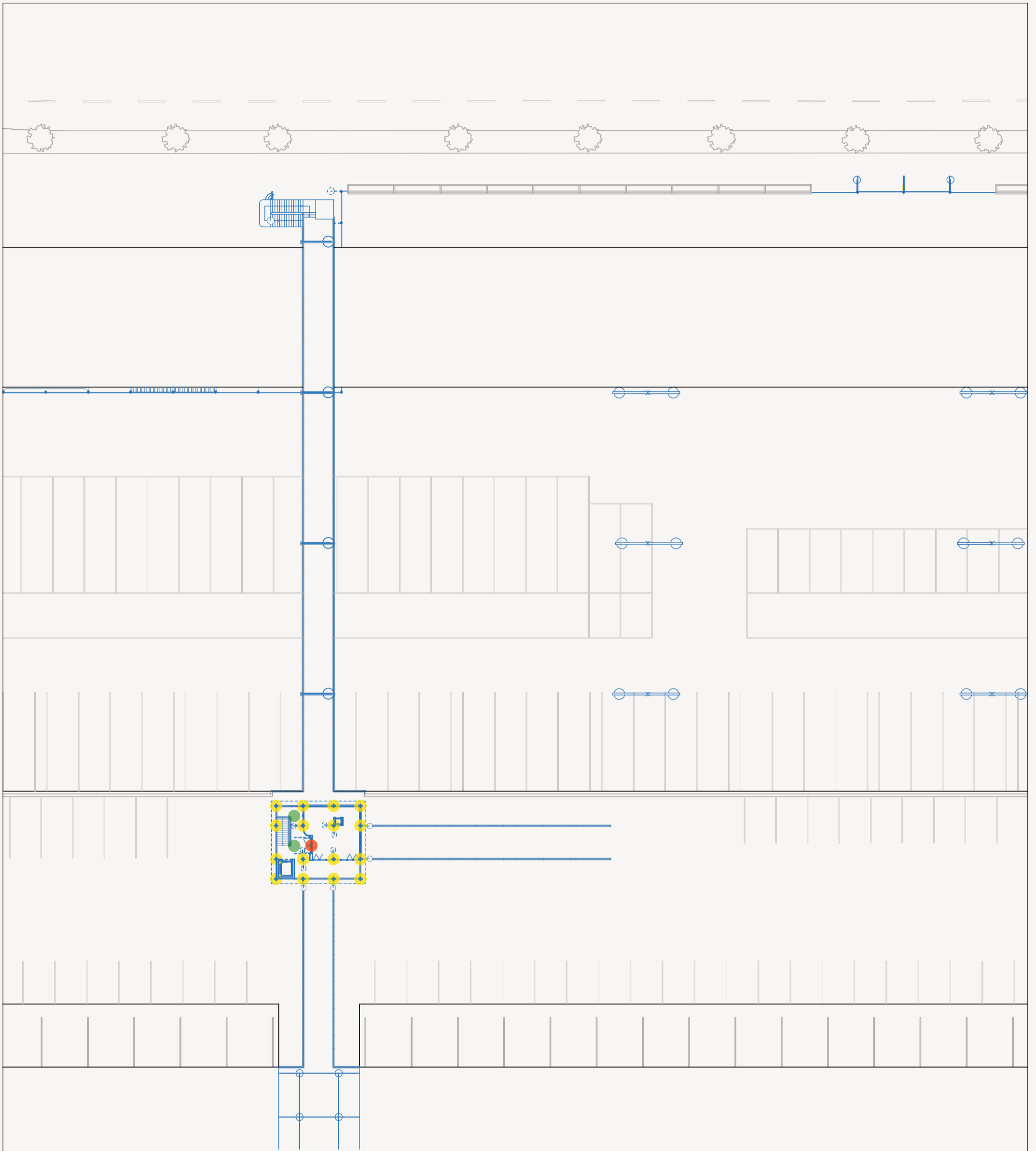
ganisational purpose a new atmosphere is created. Furthermore, the existing canteen on the ground floor has now the potential to accommodate the public due to the new access, allowing the public to observe the happening of the market.

The fourth floor of the tower hosts a juice production space for the company Freshbox Switzerland GmbH. Freshbox Switzerland owns a small storage room on the first floor and specialises in supplying fresh local fruit to offices via bicycle courier. By placing them on the top floor and giving them a second location they will become more visible and be able to welcome a small audience on their terrace and in winter inside. The steel structure integrates a light system, water connection, facade elements as well as shutters to lock up the space.

Internal Street transformed into Exhibition Space – Example: Flee Market

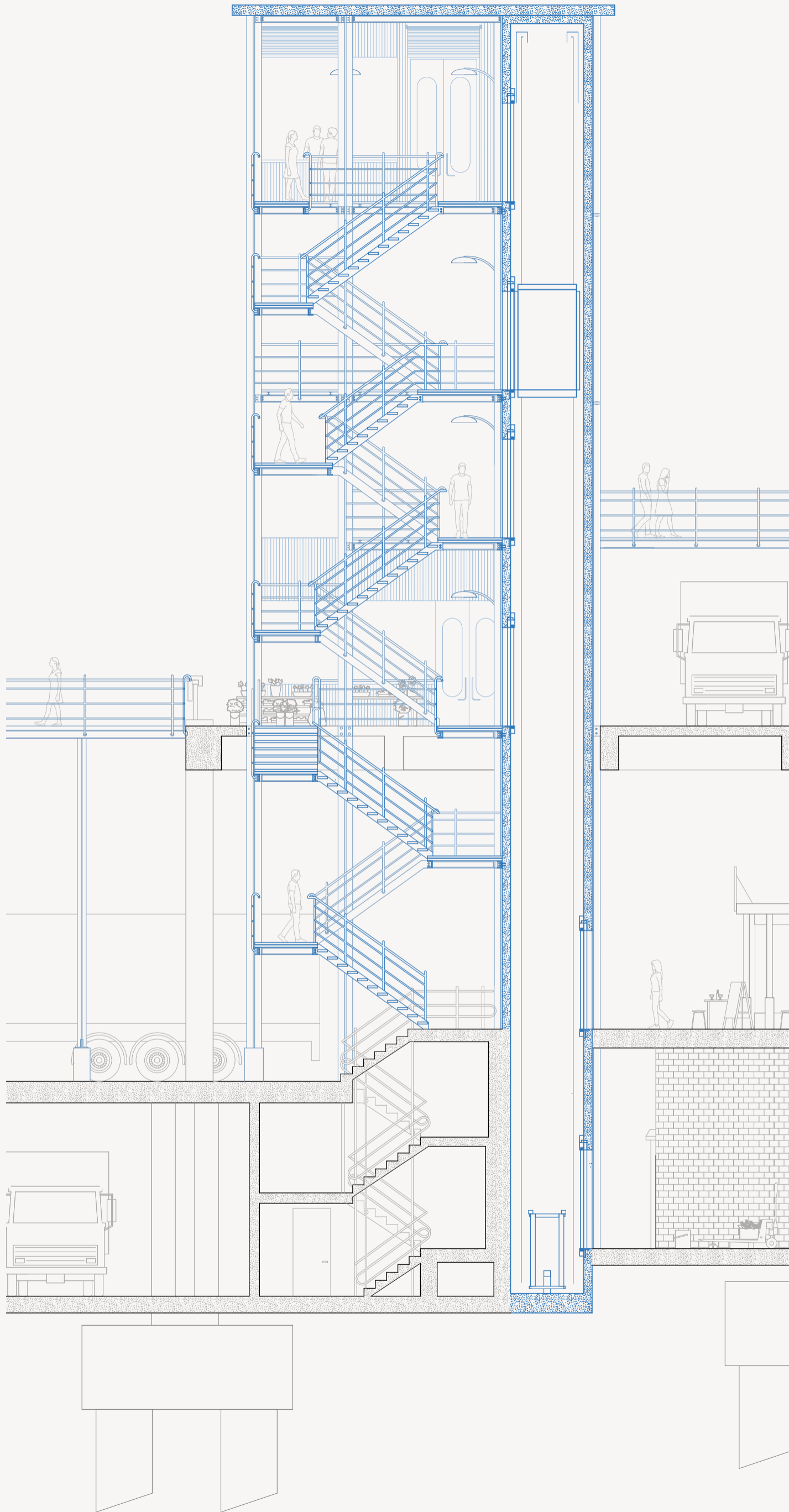


### 3. Vertical Access



- 3.1 Structure
- 3.2 Door
- 3.3 Door Handle

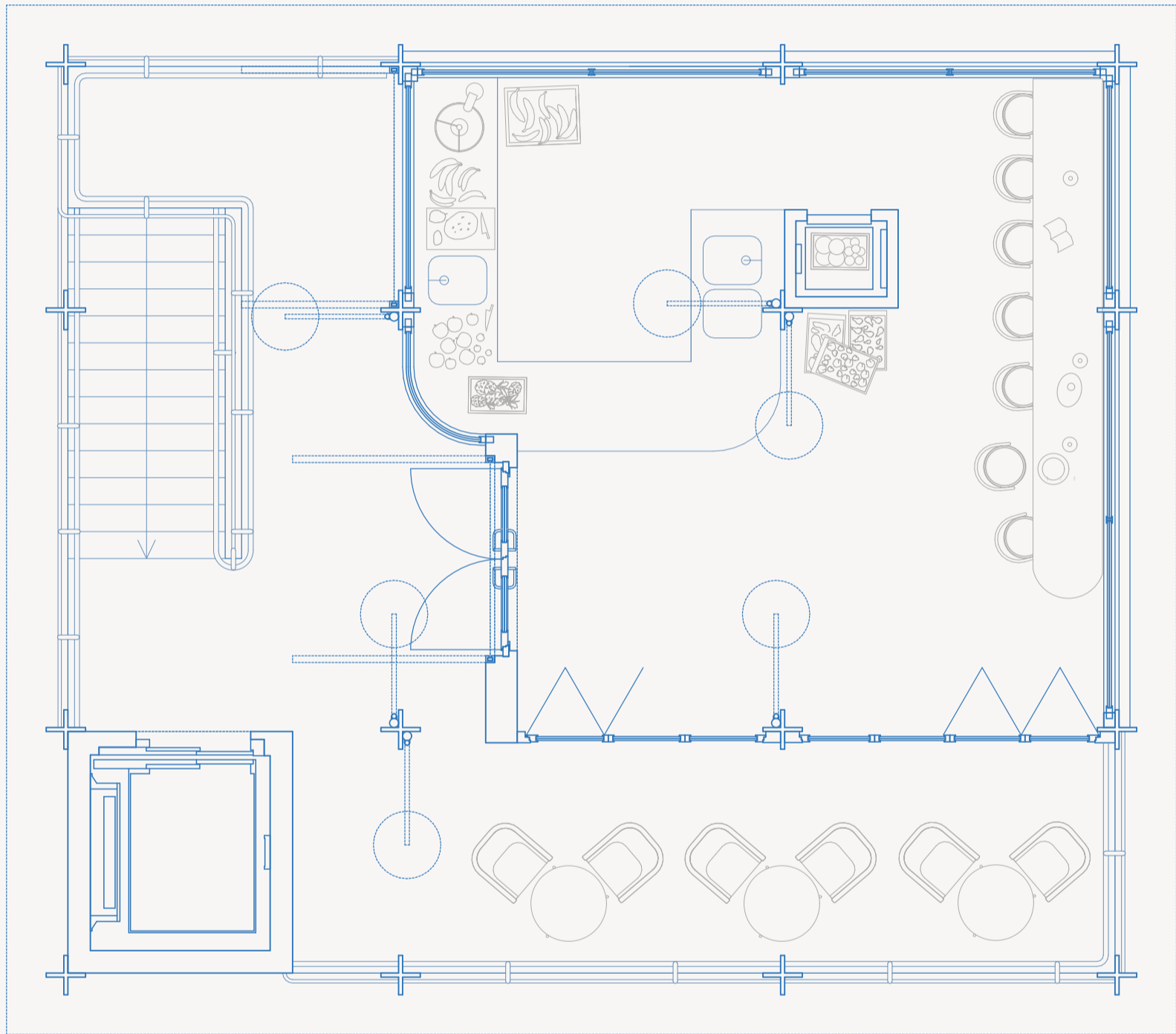
3. Vertical Access: Section



0

10m

### 3. Vertical Access: Floorplan 4th Floor



0

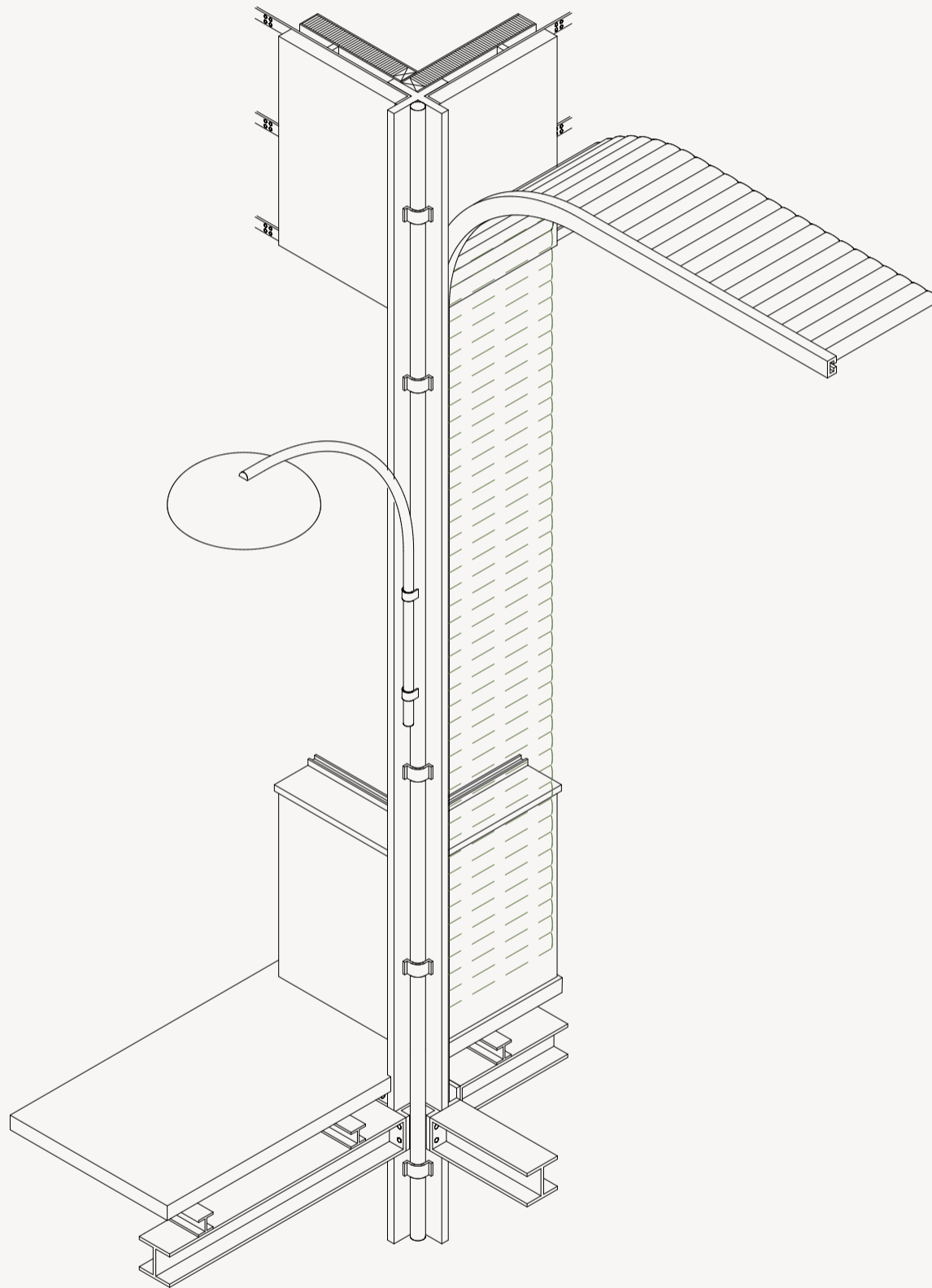
5m

### 3.1 Structure

**Structure**

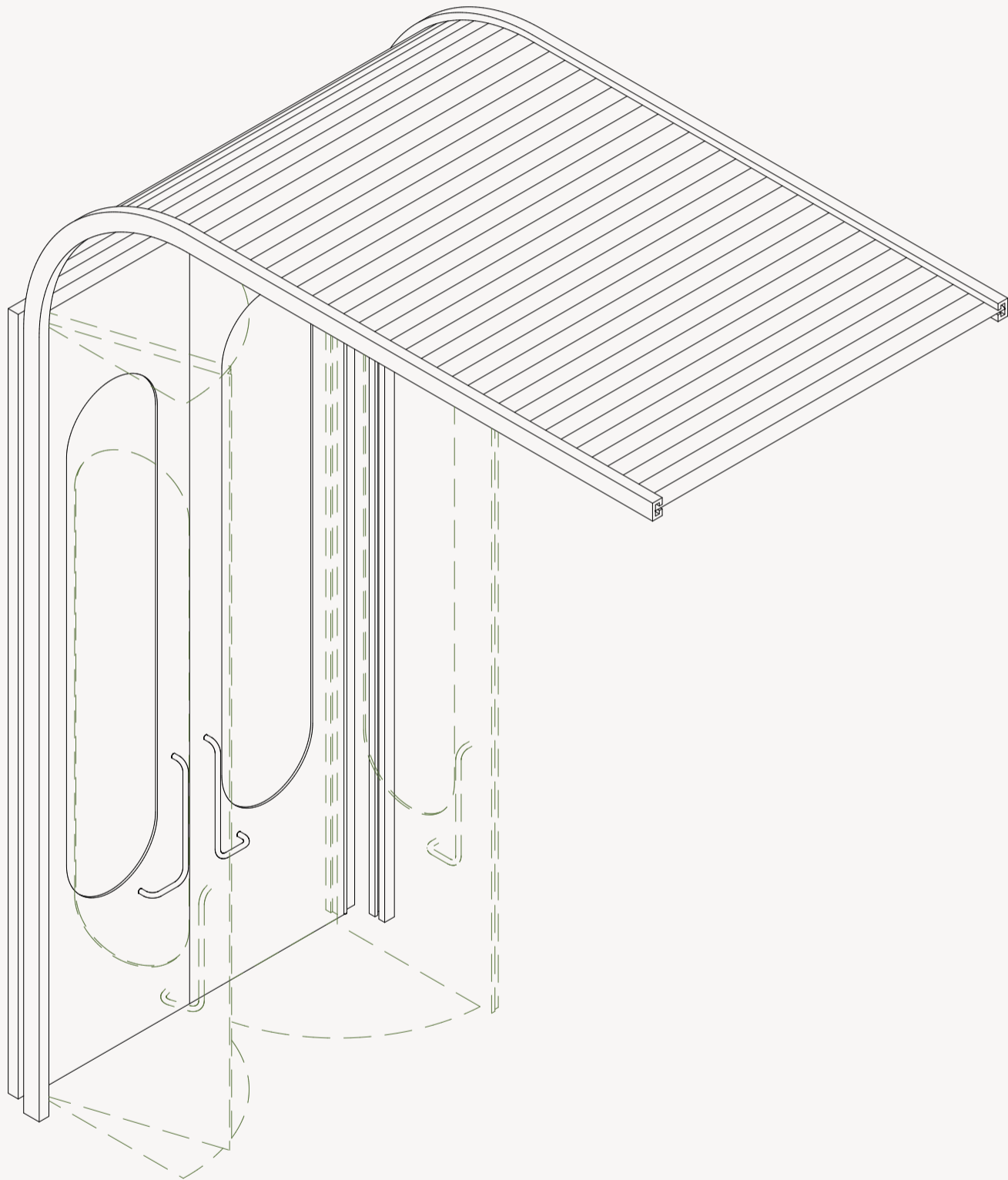
Function: load bearing and connecting elements

Material: steel



### 3.2 Door

**Door**  
Separates: outside and juicery (inside)  
Function: lock juicery  
Material: painted steel, glass, plastic  
Mechanism: motorized and human power, lockable  
Open: during production hours

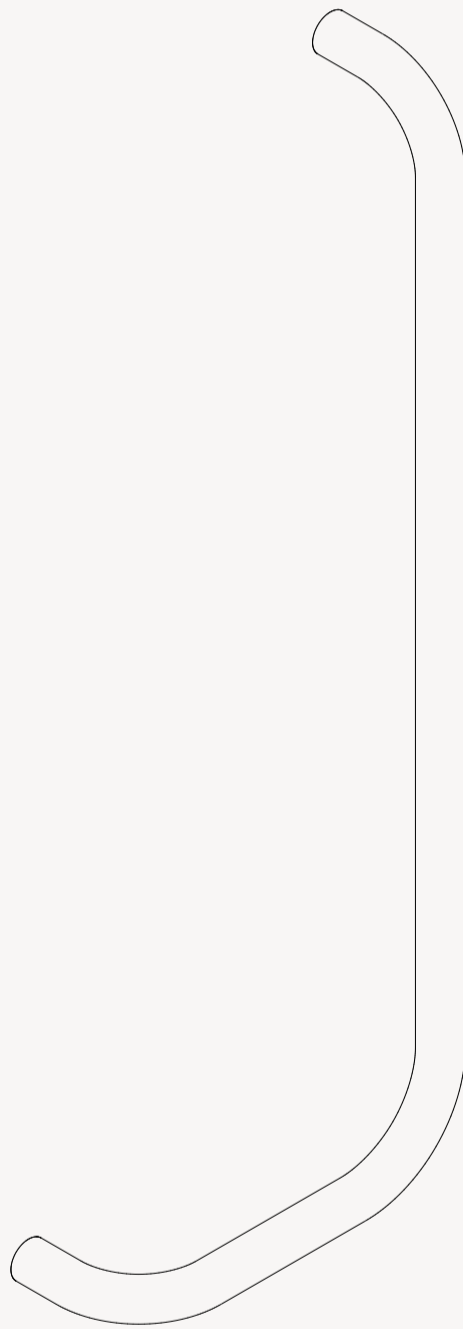


### 3.3 Door Handle

**Door Handle**

Function: Allows Access

Material: painted Iron

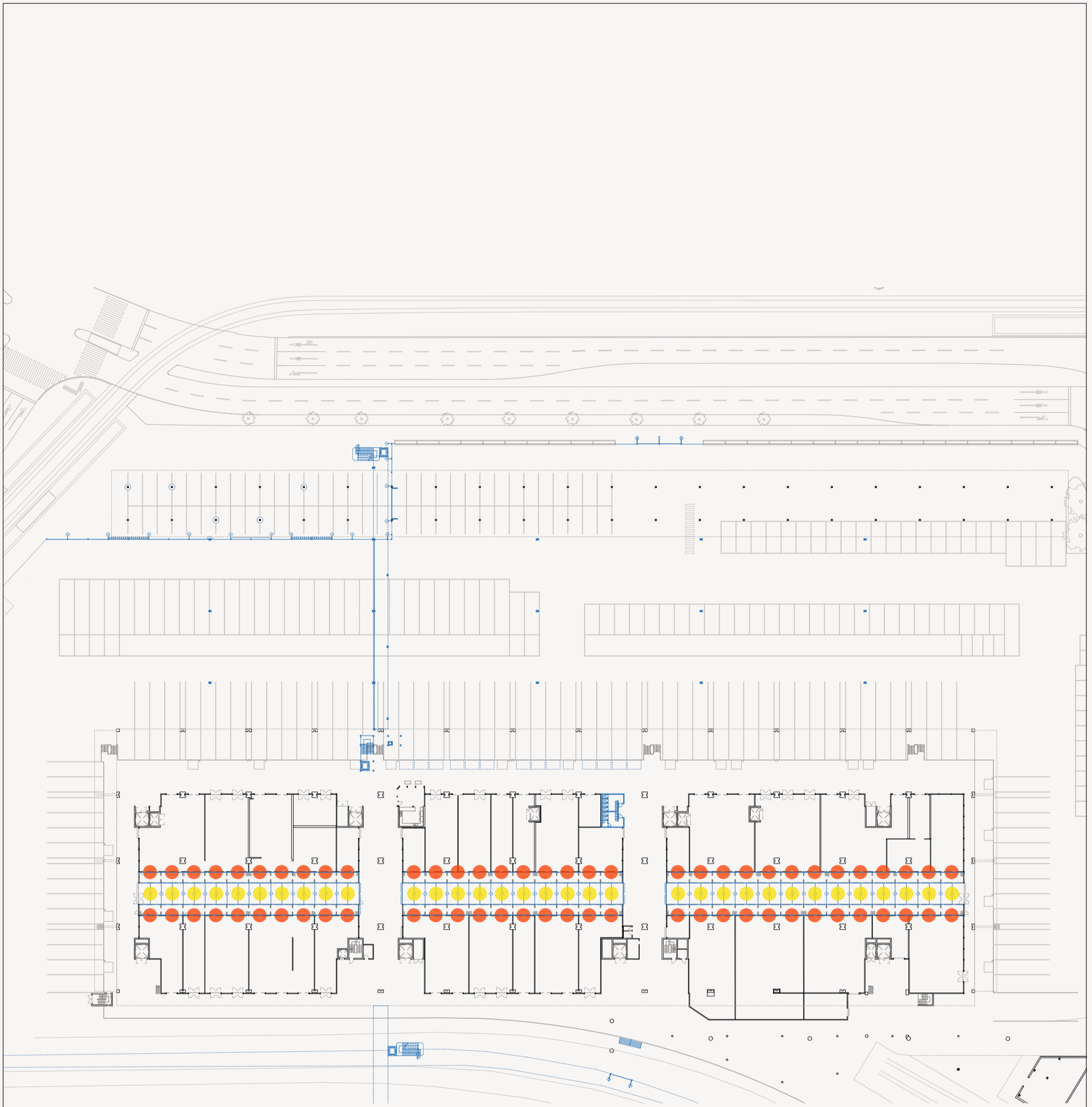






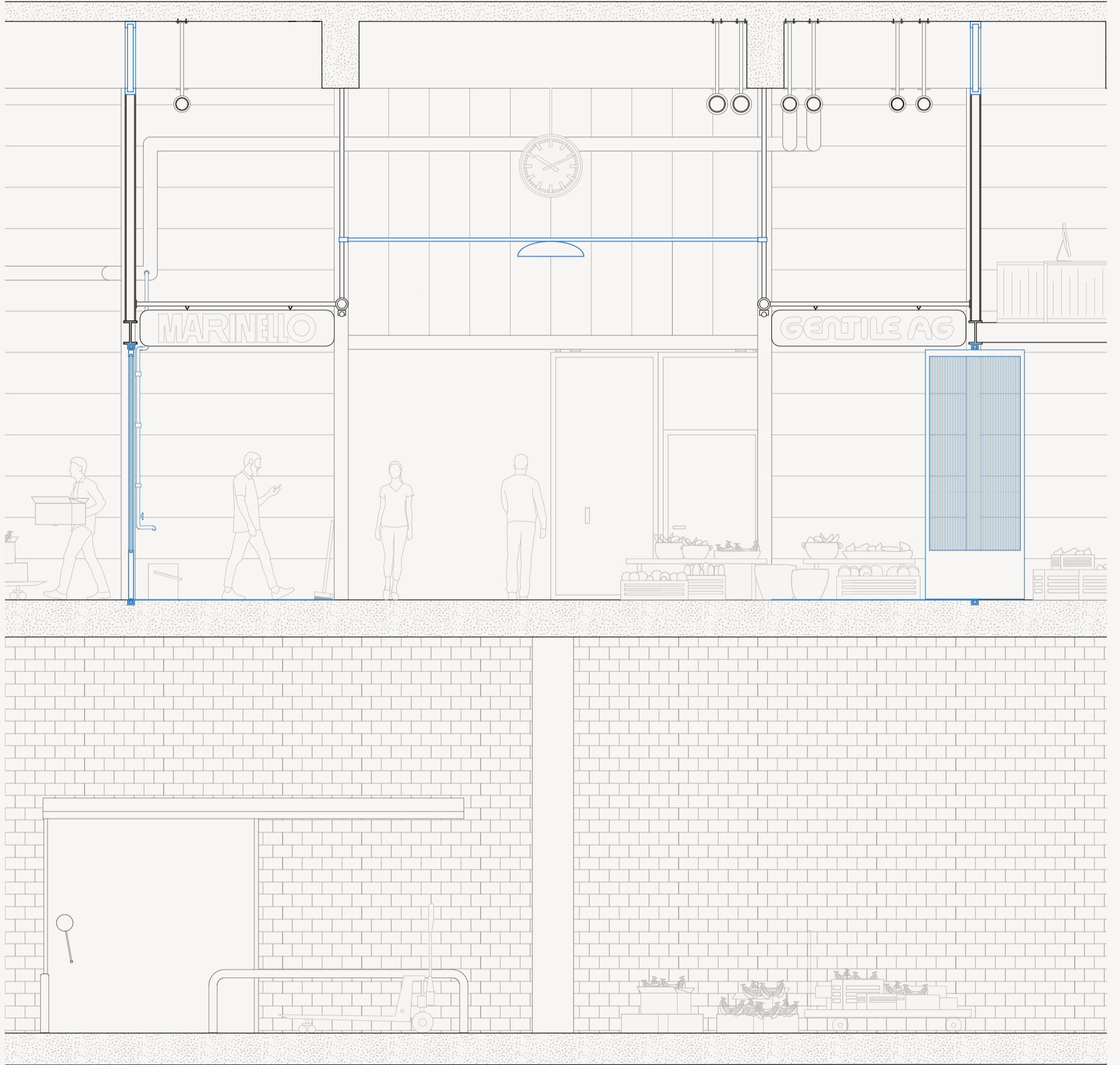
3 Juicery - 4th Floor

# 4. Internal Street



- 4.1 Doors
- 4.2 Light System

4. Internal Street: Section



0

5m

## 4.1 Doors

### Doors

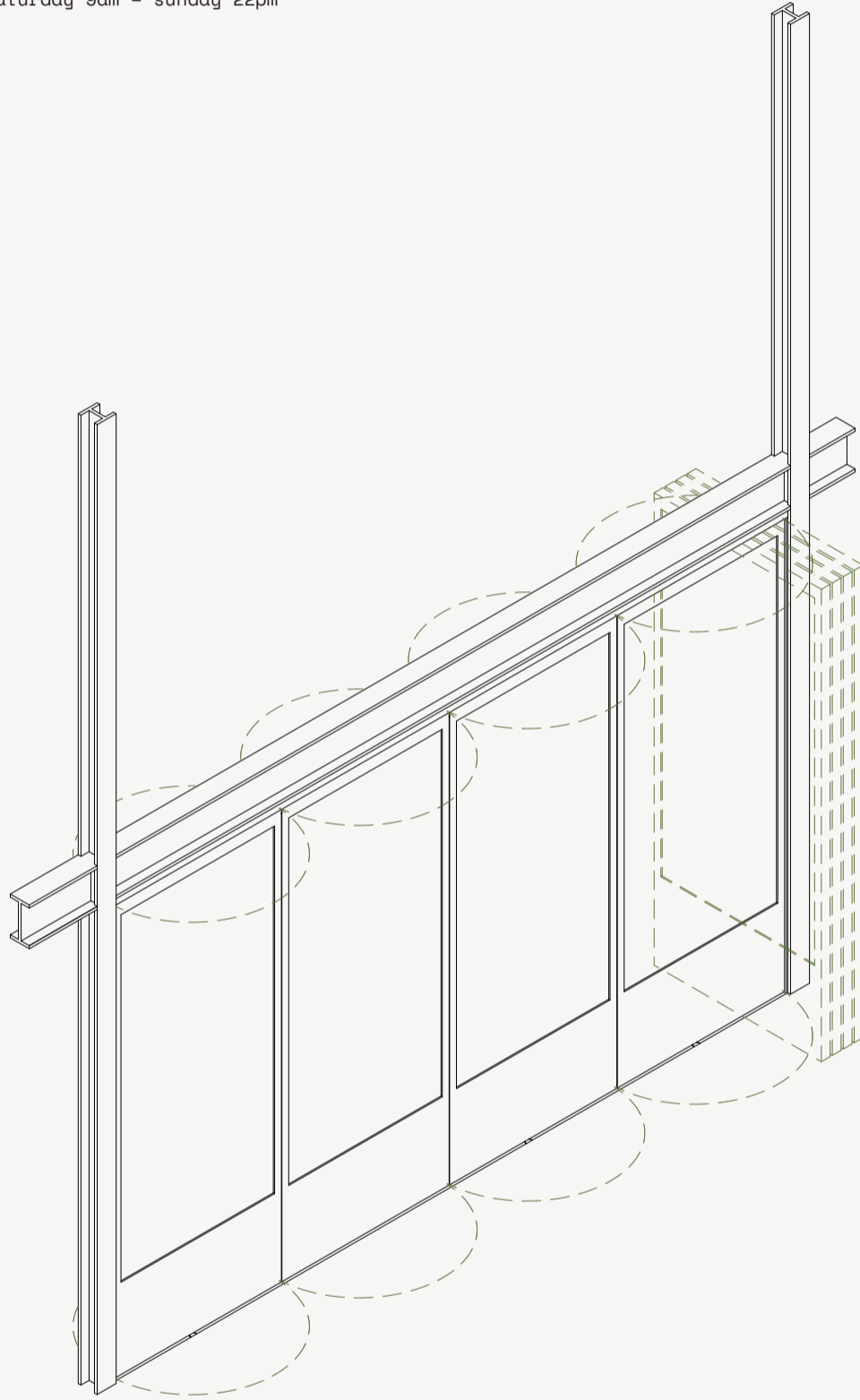
Separates: internal street & rented storage (inside & inside)

Function: lock storage space

Material: painted steel, textured glass

Mechanism: human power, lockable

Closed: monday - friday 10am-20pm  
and saturday 9am - sunday 22pm



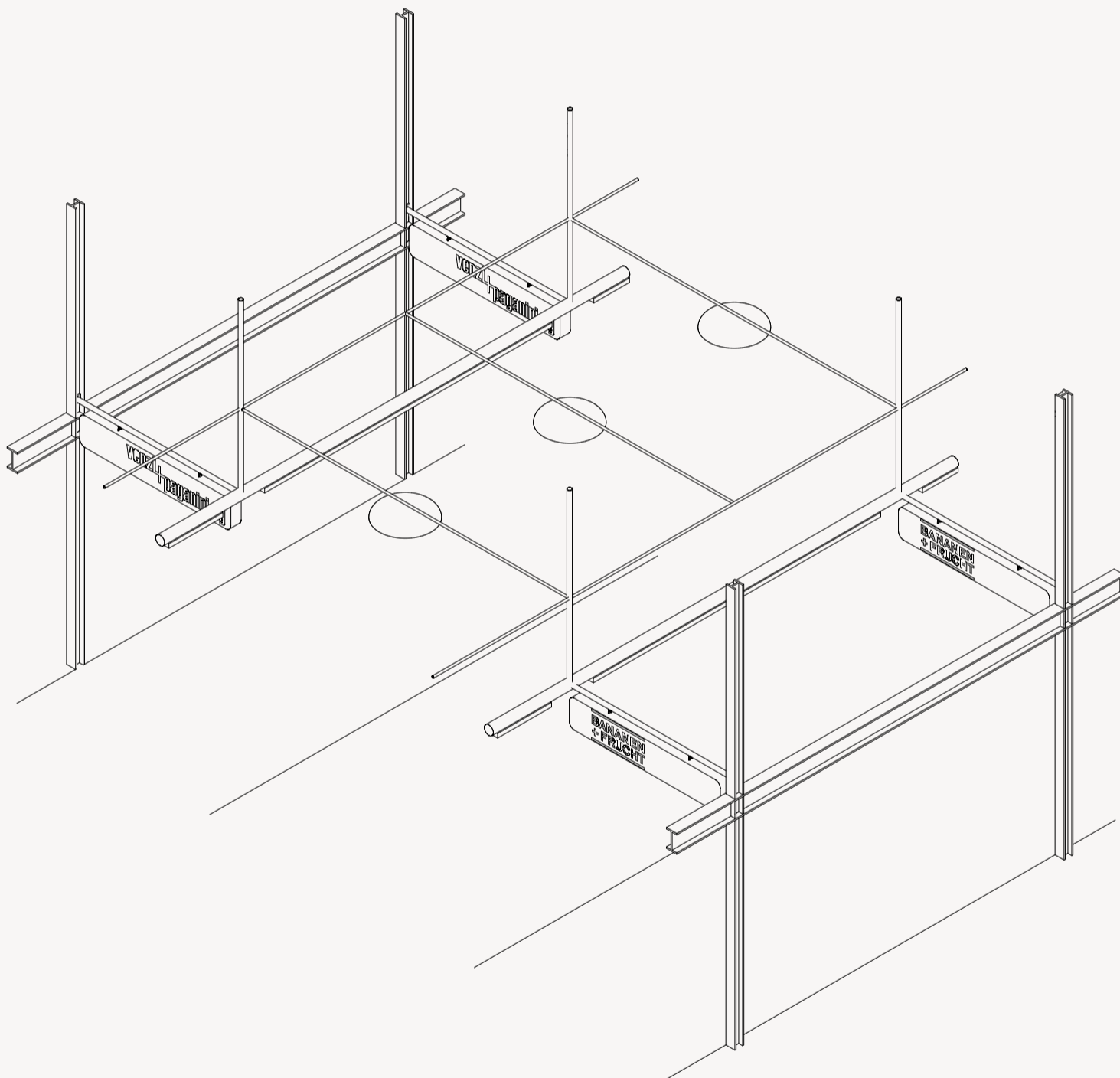
## 4.2 Light System

### Light System

Function: enlighting the exhibition space

Material: painted steel, glass

On: during public markets



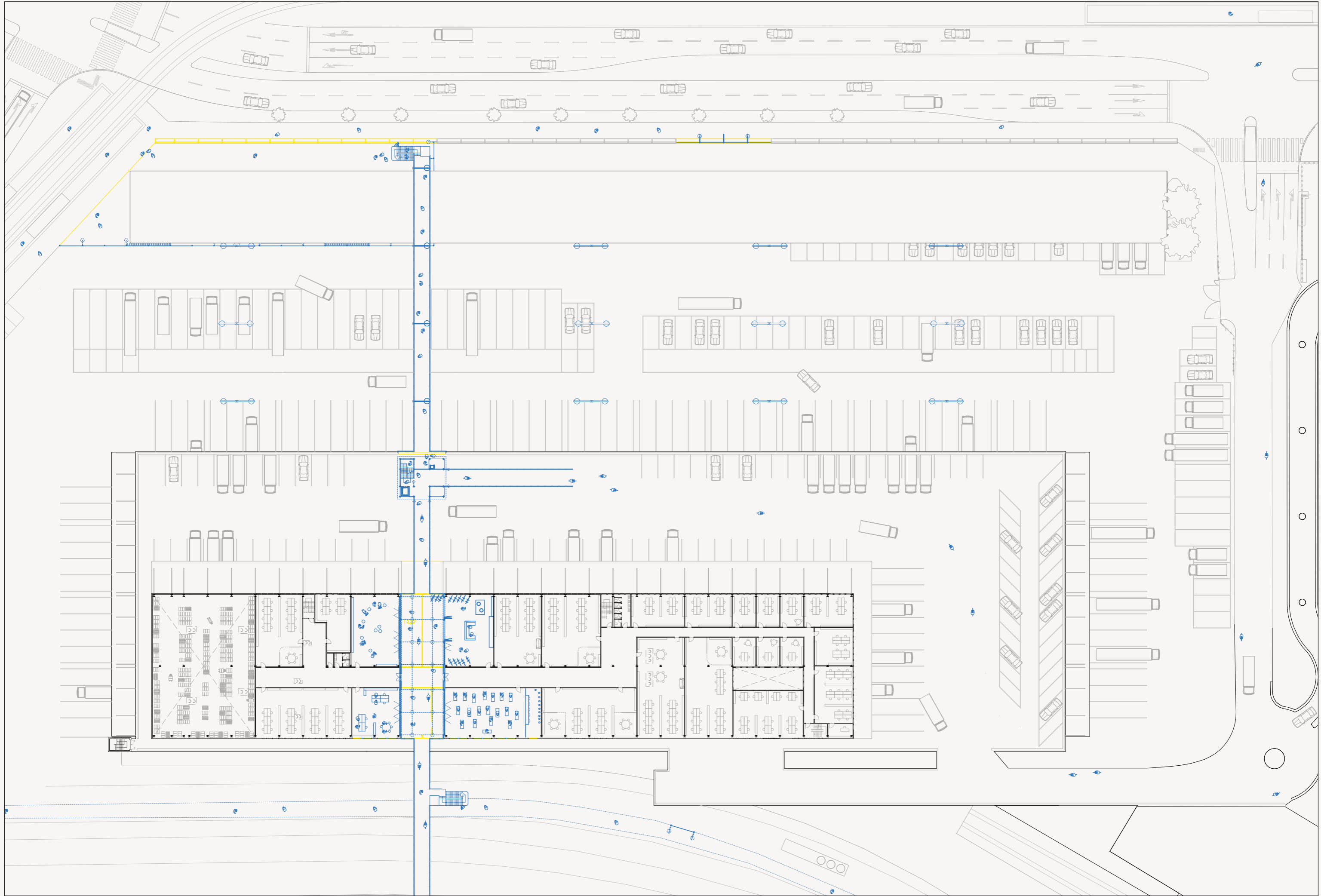


4 Internal Street

# Rooftop Passage

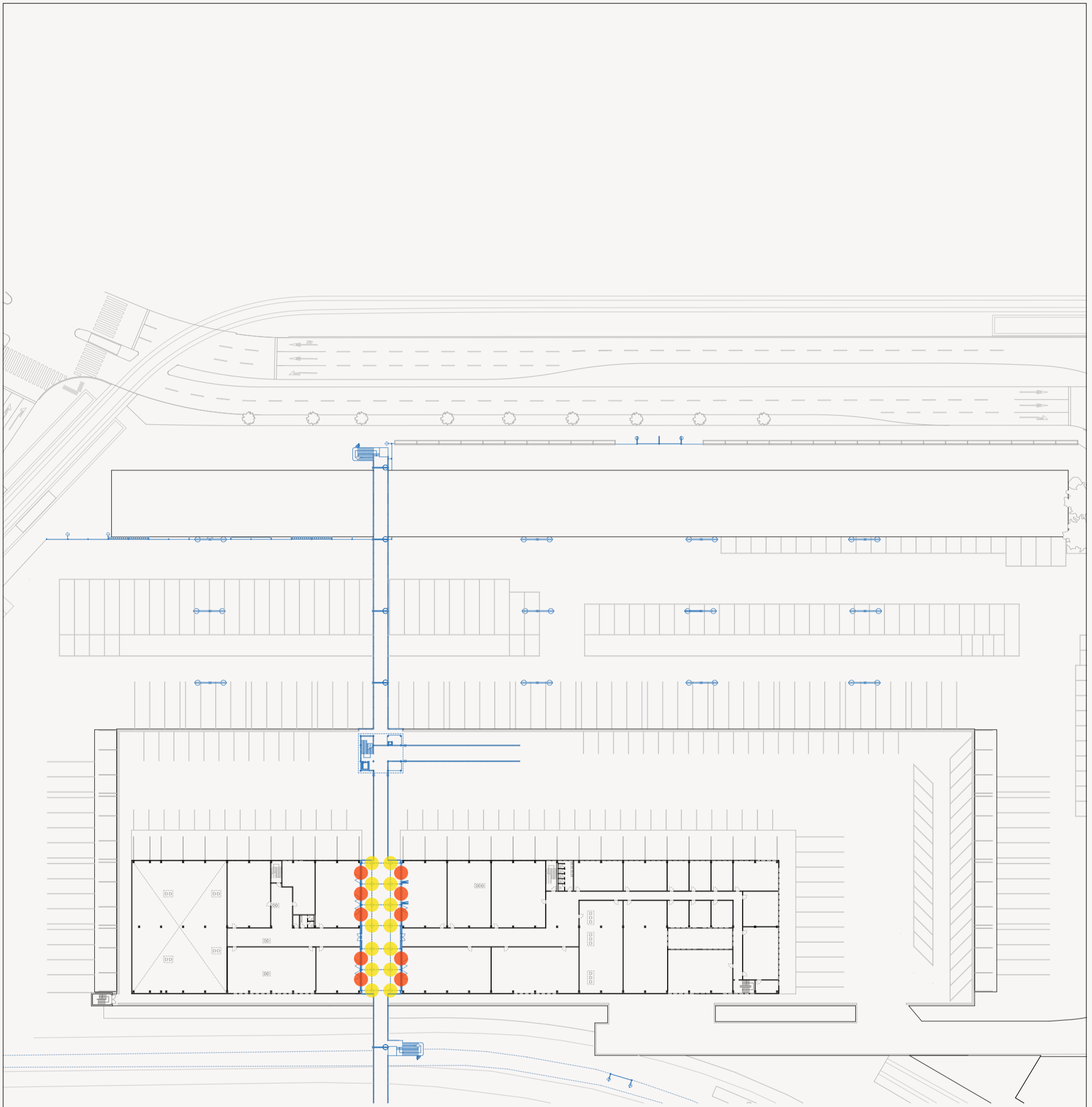
The tower gives access to the top floor of the building which standing on the roof of the Engrosmarket. This building includes the same function as the Engrosmarket has. A small section of the office rooms is being demolished in order to enable new direct access for the workers to their offices. The four offices lying closest to the passage will be transformed into publicly rentable spaces to host events, give dance lessons, organise co-working spaces or ateliers. Some of the building material produced by the demolition will be re-used for the construction of the tower. The outdoor space between the rentable spaces can be used by the tenants, workers as well as the public when passing by. It is the last stop on the site, before crossing the rail tracks to Altstetten.

# Office Space transformed into Rooftop Passage



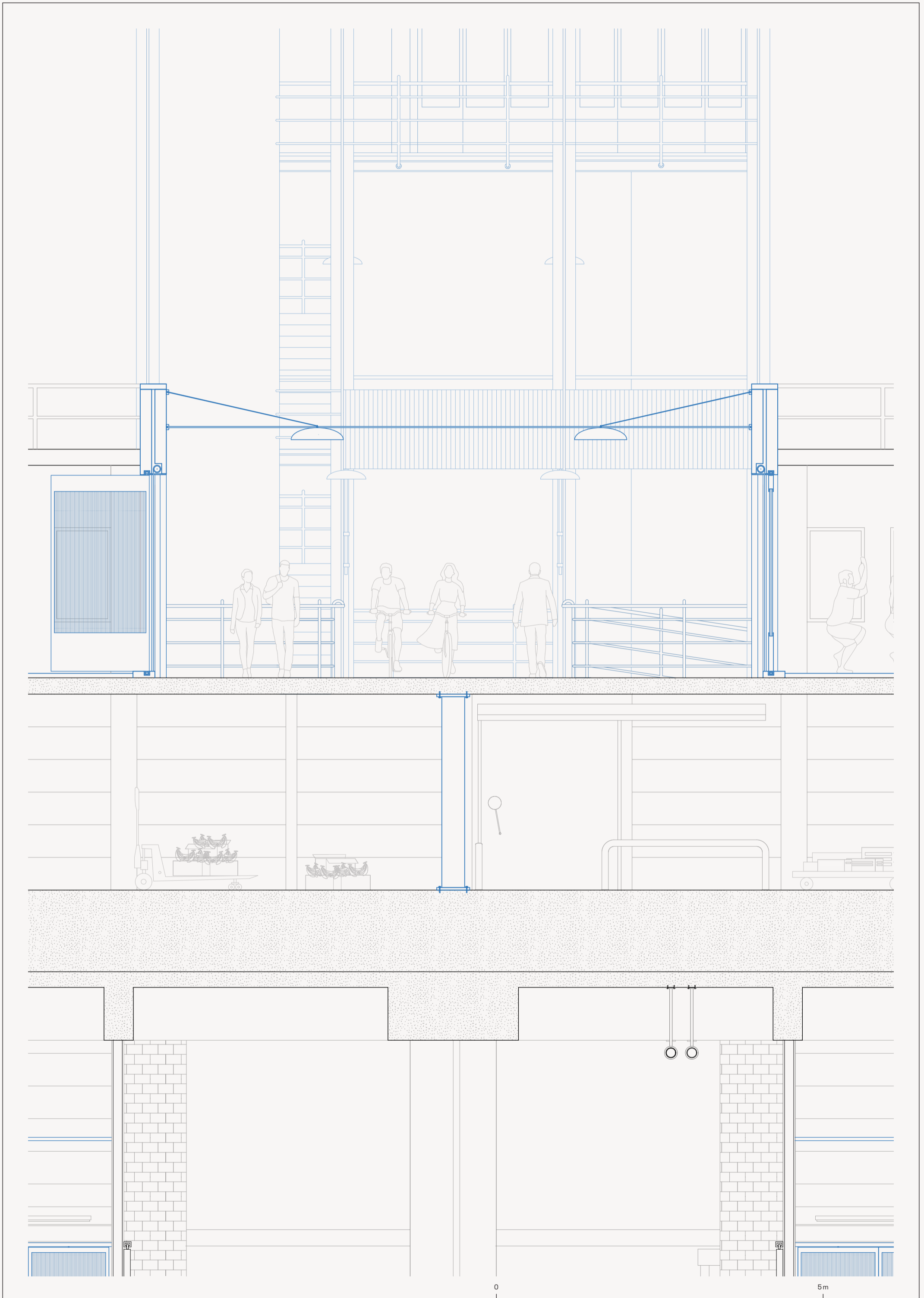


# 5. Rooftop Passage



- 5.1 Doors
- 5.2 Light System

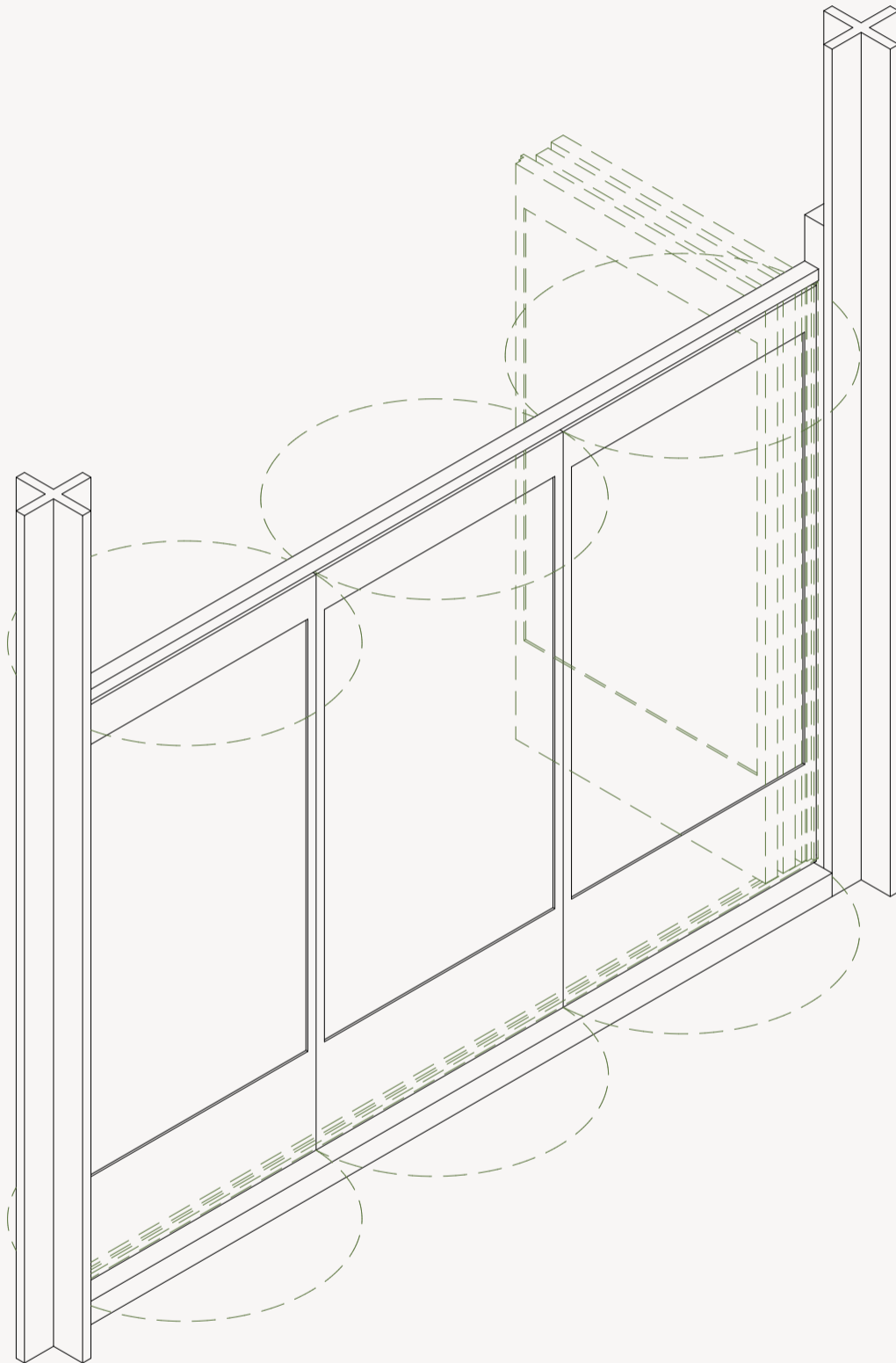
5. Rooftop Passage: Section



## 5.1 Doors

### Doors

Separates: rented spaces and rooftop passage  
Function: lock rented spaces; bring light into space  
Material: painted wood, steel, textured glass  
Mechanism: human power, lockable  
Open: according to use of the tenant



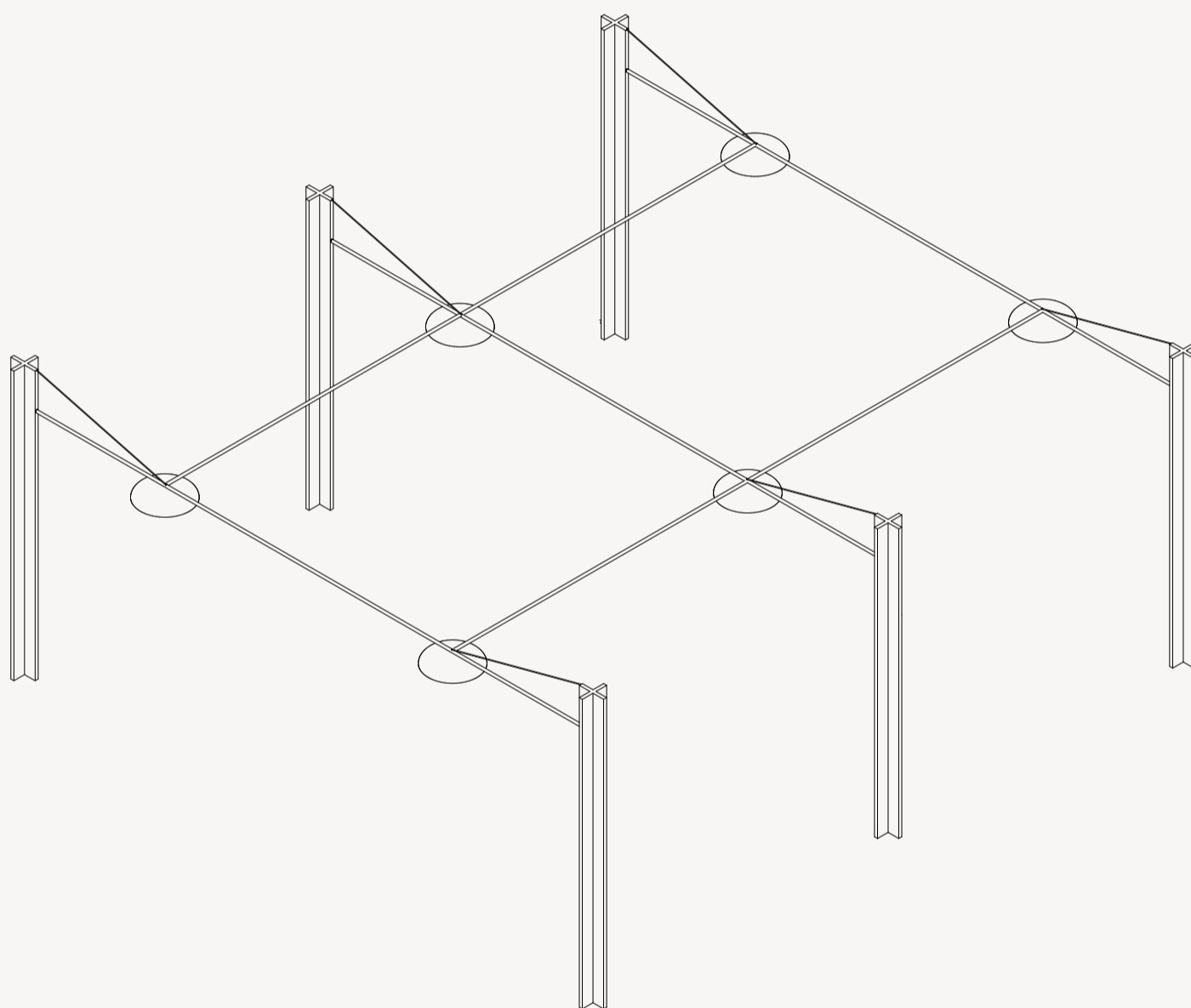
## 5.2 Light System

### Light System

Function: lenlighting the rooftop passage

Material: painted steel, glass

On: at night





5 Rooftop Passage

# Embedding the Project

The added elements, such as the entrance, lighting, stairs and the elevator are also features that the large department stores (for example, Jelmoli, Harrods, Galerie Lafayette) in the 20th century used. Components such as entrance, stairs, light, elevator, skylight etc. were used for their basic infrastructural function of access and circulation, but transformed in such a way that they attract a greater number of potential customers. On the one hand, these department stores were built for consumption, on the other, they also were places where social interaction could occur. The department stores hosted public events such as concerts. They are considered, as places for social interaction and leisure.

With the growth of online trade, these department stores and shopping malls may slowly decline in importance. At the same time, however, storage spaces and logistic facilities such as the Engrosmarket are likely to become more important in order to satisfy the rising online trade. Until today,

the latter remain inaccessible for the public and remain black boxes spread over the region. The Engrosmarket with its main function for storage and delivery is a good example of this typology. These facilities close to the centre of the city are valuable due to the ability to deliver the ordered products to the customer in a very short amount of time. Under these circumstances, the challenge we face is whether and how we can integrate these storage spaces into the fabric of the city. Do such facilities have the potential to replace the declining department stores and create a new commercial centre alongside their primary function?

The project tackles these questions and tries to give an answer by suggesting the approach of re-use of elements known from department stores and implementing them on the site of the Engrosmarket in order to allow public functions to take place. In this sense the aim of the project is to facilitate public life at a site that previously used to be cut off from the city and re-integrate it in to the fabric of the city.

**TRANSFORMING  
THE ENGROSMARKET**

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Diploma Project FS21

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24/7 Metropolitan Hybrid Machine

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