



URBAN MEAL MINE

Sustainable farming for megacities.

<http://unfuse.uni.xyz>





The Premise

Food is one of the most fundamental elements of human existence. Looking back, the way we produce, store and consume food has evolved greatly. Humans have thrived because our ancestors learnt how to gather, produce and consume food, all with their bare hands. And mankind has sustained due to these crucial elements of knowledge passed through generations. With industrialization came mass production, and with mass production came an influx of consumers - who started paying instead. Skills and crafts related to agriculture and food production are now mostly obsolete in the urbane environment. Mass consumerism through supermarkets and even online mediums is slowly changing how we perceive, acquire and consume food.



In Perspective

The paradigm shift in food production and consumption interspersed with the rising population of our cities creates a bigger problem. We are now wholly reliant on global networks of production and distribution and are dependent on the organizations that control these processes.

As individuals, we are losing access to crucial, self-sustaining knowledge in the name of comfort, making us vulnerable to concepts like food insecurity. We know of disasters that can lead to unexpected catastrophes that are capable of impairing cities for long periods of time. At the same time food production and consumption currently stand at alarmingly varied rates, which is extremely unsustainable in the bigger picture.



What lies ahead

An unsustainable and fast-growing population catalyzed by a rapid rate of urbanization, paints the picture of a dystopian society in the near future.



Reality

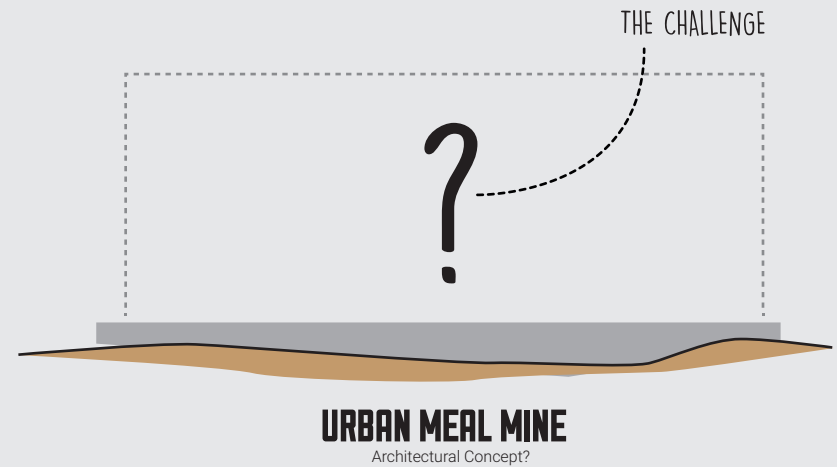
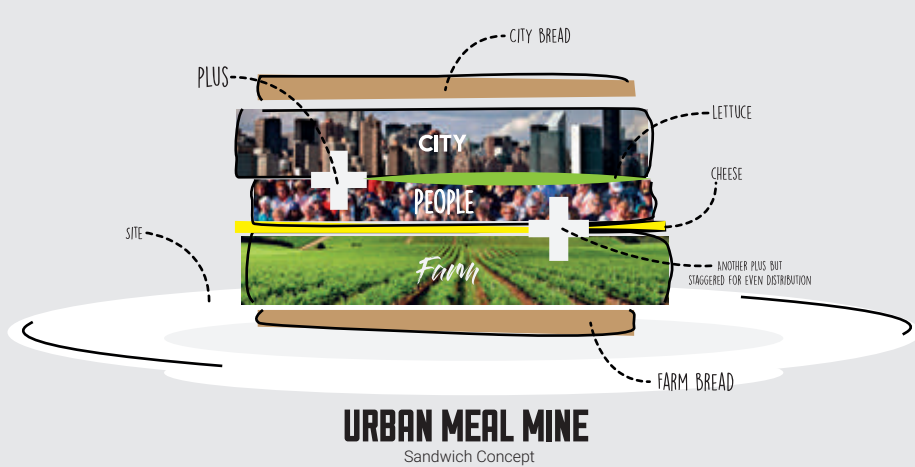
The Industrial Revolution has provided us with a highly consistent supply of processed food reaching markets of the megacities we reside in. This has raised issues like overconsumption, poor quality, high wastage and an over-dependence on manufacturing agencies. On the other hand, we cannot deny mechanization, which successfully meets the soaring demands of consumers. Artificially increasing the speed of production and boosting longevity by addition of preservatives/additives is a hidden yet common practice, gravely affecting the quality of items we consume. In the long run our perception of fresh foods/fruits will be completely eroded by advertisements and fancy packaging, which can have irreversible impacts on health, and hence, the human evolution cycle.

If we were to look at this on a larger scale, the time to produce is shrinking, set against ever-exceeding consumers. Farmers are expected to yield more to supply more to industries that are catering to never ending consumer demands. The value and quality of food items is deteriorating giving rise to various health problems for all ages.



Urban meal mine¹⁽ⁿ⁾, is a place where people can generate/create/learn/contribute to grow food for their city. This is usually located in the heart of the city where skilled labour + abundant transport + short distance logistics + faster production technologies can break even revenue over the high cost land it occupies.

It is not really a mine.



The Challenge

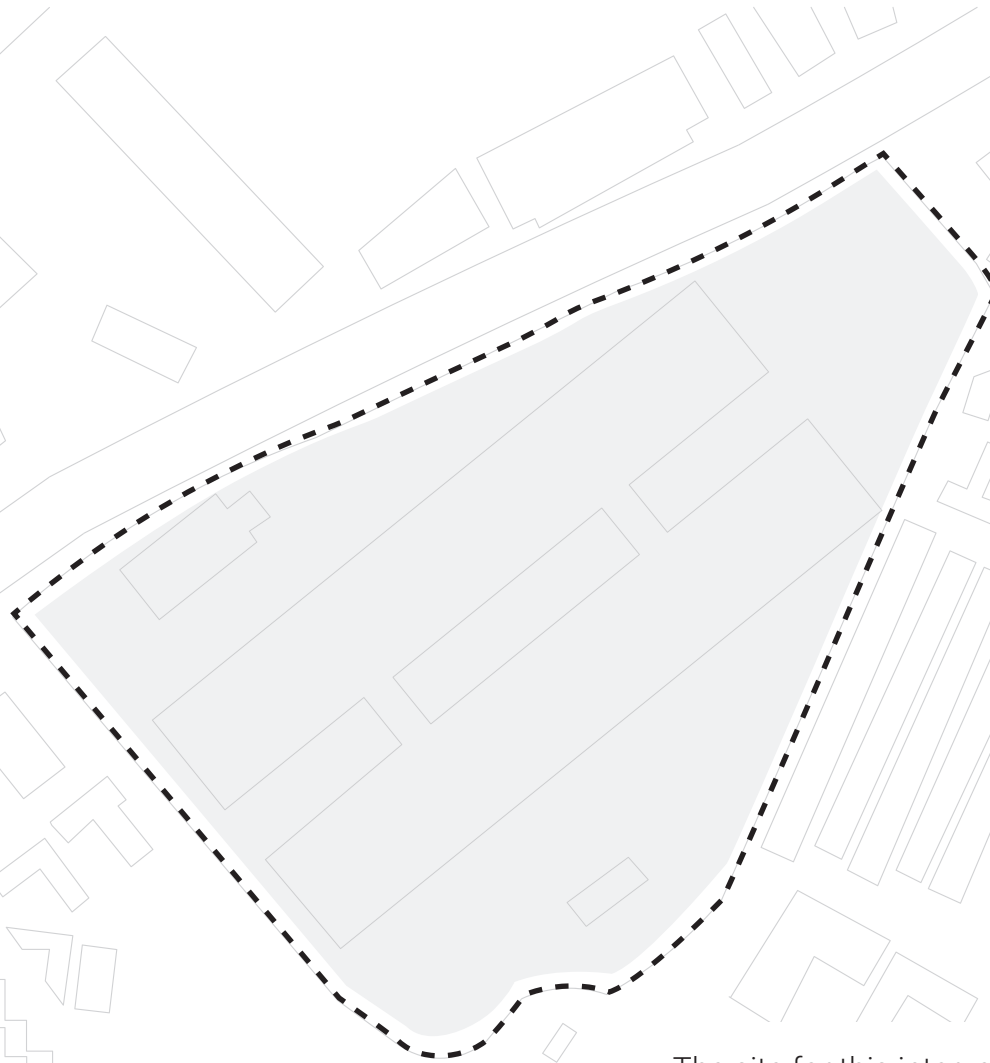
The design challenge here is to **bring farming to the city** where people can **see, participate, indulge and involve** themselves in understanding how the food they eat is actually made. This is not just a plan to make people aware but a place where they can learn to **contribute to the food cycle, consume responsibly and create a more sustainable ecosystem** for the rampantly growing cities. The space has to be in the core city, which implies being a revenue oriented business and has to leverage profits by inducing modern equipment and machinery at the same time, has to be permeable enough to involve enthusiastic urban population.

The challenge is to design a place where skills and crafts related to food which were once handed down through generations, can be created again. An intervention which lets people learn how to prepare and grow their own meals effortlessly, using technologies of today; learn setting up makeshift food preparation supply systems on an event of disaster; learn plugin farming through workshops which can enable them to cultivate hassle free at their own homes and get packed seeds/manure kits in the designed area. And there can be different mediums to explore farming in an urban context.



Site

Coordinates: 51.477753, -0.135396
Location: Nine Elms, London, UK
Site area: 31.6 Acres



The site for this intervention is the **New Covent Market** located in the **Nine Elms District, London** opposite to historic Battersea power station. The site is close to the river Thames and is a part of Nine Elms regeneration plan.

Only byelaws to be considered:
Permissible Ground Coverage: 30%
MAximum Builtup area: 200,000m²
Maximum buildable height: 24m

Context

1. Market Structure (To be redeveloped)
2. Multilevel parking
3. Truck Depot
4. Patmore street
5. Linford St Shops
6. Carey Gardens
7. Wandsworth street
8. Nine Elms Point (Mixed use)
9. Proposed Nine Elms Tube station
10. 'The Residential' Towers (Residential)
11. Linear Park, Embassy Gardens
12. Interim Covent Flower Market
13. Proposed Battersea Tube Station
14. Battersea Power Plant Campus

The New Covent Garden Market is a 4 decade old market structure which houses a wide variety of wholeseller's of foods, fruits, vegetables and flowers. The site is surrounded by residential and commercial developments of various scales, and is expected to invite people from around the city. It also has two brand new tube stations proposed in attempt to rejuvenate transport links to the Nine Elms district.

Submission Guide

- **A maximum 6 – A3 sheets in digital format (JPEG)** (120ppi)
- Answer 6 mandatory questions (in additional material) and 2 self formulated questions in the discussion section as given on the next page.

Minimum requisites in the sheets (For a complete submission):

- Site plan (Compulsory)
 - Key conceptual sections x 2 (Minimum)
 - 3D views x 3 (Minimum / Should include 1 aerial view)
 - Elevation x 1
- Cover image of size 1500 x 600 px or larger in aspect ratio 1 : 2.5.
 - Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.

+ Participants are encouraged to submit additional materials such as prototype images and textual material on submission page. However, submission of such material is not obligatory, nor shall their submission/non-submission influence the evaluation process. This information will be helpful in conveying your design on the web.

+ Use exploded views to discuss multi levelled conceptual models better.

+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification. Also mention a small sheet number on corner of every sheet.

+ To learn about the best practices of submission refer to this pdf here.
<https://goo.gl/fmmcP7>

+ Refer to the additional drawings, list of questionnaire, PDF references and site pictures in the additional materials folder.

Programme Guidelines

- You can demolish/retain/partially retain the building.
- The architectural narrative here holds the key to bind the activities. You can get started with the narrative with the 6 given FAQ questions in the additional material folder + You have to formulate 2 similar questions that give insight to people in your narrative.
- The requisite activities in the **Urban Meal Mine** are: Farming Areas, Vegetable Market, Food Market, Culinary Workshops, Flower Market, Processed food hub, Basic food processing workshop, Cold storage, Storage areas, Dumpyard, Truck Depot, Cleaning and maintenance service, Food/Flower/Fruit education zone, Contractual residential housing for farmers, Coworking Areas (Optional), Food Court (Optional), etc. You can assume the area distribution based on your concept. The programme can be altered based on your narrative as well.
- The users you are designing for are belonging to a wide demographic of London who like to shop for their fresh agricultural produce. Hence, the design must be inclusive in nature in terms of blend in activities.
- The maximum builtup area shall not exceed 200,000sqm.
- The programme shall be allowing options to involve in the process of manufacturing and shall not be the only alternative in the design. The indulgence can be active as well as passive.
- The only byelaws (Builtup Area, Ground Coverage, Height limit) to be considered are on the site page, to foster free ideas that are radical/innovative in nature.
- The design expects concept level understanding translated to design outcomes that are logical in nature. Hence you may assume your footfalls or take reference from available building codes or existing built environment but they are not mandated.
- The key here is not arriving at the exact quantitative design but an overall comprehensive idea that rationally arrives at how this design programme brings farms and cities closer as it's vision.

Judging Parameters

Concept

Concept level and ideation originality in architectural outcomes.

Modularity

How the model urban farm is compatible to different places around the world.

Functionality

How well the design support quantitative requirements of a high density urban farm.

Issue to Innovation

Bridging the stated issue into an outcome that is sensible and innovative.

Context response

How the design fits the overall city context of London at large.

Experience Design

How well the experience is crafted to make farming more engaging/interesting for people.

Eligibility & Rules

1. **Minimum eligible age for participation is 18years. This competition is open for both students and professionals. Team size is maximum 4 members per team. All disciplines are eligible.**
2. Team: Teams with all student participants (with valid id's required) will be categorized under student teams. Teams with even one professional participant will be categorized under professional team. Teams participating in student category will be verified during the judging process. Failure to meet the eligibility requirements or falsely participating under a separate category will disqualify the participating team.
3. To submit a valid entry minimum submission requirement has to be met as per 'Submission guidelines' page.
4. There is no compulsion of using statutory building codes. Only byelaws mentioned on the 'Site' page shall be considered.
5. Functional requirements like detailed area chart / Parking etc. are not mandatory. As this is an open ideas contest, logical assumptions can be made wherever necessary based on existing conditions on site/codes/guidelines/references.
6. There should be no names/identification marks of participants on the sheets. You can add your team and their roles directly on Uni platform while submitting.
7. Contacting jury during the competition tenure will lead to straight disqualification.
8. Any form of plagiarism in all the reported entries will be scrutinized by competition management team, and may lead to disqualification if found true. This verdict will be final and binding.
9. There will be two parallel stages of judging: (a) Jury round - Where judges will evaluate the received submissions. (b) Public voting - Entries with the maximum number of appreciations + discussions wins.
10. Creating multiple/fake accounts to vote/discuss for entries will not count, and will be automatically nullified by the voting platform in the final count.
11. Sheets should ideally consist of not more than 200 words at large for better retention. You can write all your ideas in the FAQ section and support it with images/sketches too.
12. Refer to Uni - Terms of Services, Section 6 for detailed description of the above rules. Contact us at unfuse@uni.xyz for any competition related query.

Prizes



Winner

1 x Students & Professionals

1500\$

- + Trophy
- + Certificate
- + Publication



Runner Up

1 x Students & Professionals

750\$

- + Trophy
- + Certificate
- + Publication



People's Choice x 2

Via online voting. Separate for Students & Professionals

500\$

- + Trophy
- + Certificate
- + Publication



Honorable Mention x 10

Common for Students & Professionals

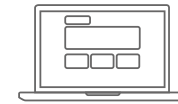
- + E - Certificate
- + Bi-annual digest of Unfuse



Publications

All trophies and medal holders

Elaborate section in Unfuse 2019 Design Book



Online Promotion

30 Shortlisted entries

- + E - Certificate
- + Entries promoted on Unfuse, Uni and our partner websites

Timelines

Early bird registration ends (Students: 15\$, Professional: 25\$) + Taxes	:	20th August 2018
Standard registration ends (Students: 25\$, Professional: 35\$) + Taxes	:	05th October 2018
Late registration ends (Students: 40\$, Professional: 60\$) + Taxes	:	20th November 2018
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Submission deadline	:	30th November 2018
Public voting begins	:	05th December 2018
Public voting ends	:	30th December 2018
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Display of shortlisted entries	:	01st January 2019
Result announcement	:	10th January 2019

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