

MARKET HUB PROJECT CONCEPT

This project has been nominated in the Climate Emergency category for its thoughtful approach to the pressing issues of food waste and food insecurity. The design concept focuses on a market hub philosophy to connect people to planet through the food we grow and consume. The context of the original site selected strengthens this narrative which is reinforced through biophilic design principles and explicit attention to detail in the specification of both reclaimed and local sustainable material choices.

NEED FOR THIS PROJECT

In 2024, we face an escalating environmental crisis driven by human activity—climate change, pollution, and resource depletion all deeply impacting our health, society, and ecosystems. Though the scale feels overwhelming, small personal shifts in how we live and connect with the earth offer hope.

Scotland is agriculturally blessed, produces vast amounts of fresh food—about 80% of its land is used for farming (NFU Scotland). Yet, despite this abundance, food insecurity persists, affecting the physical and mental health of many.

Food waste also remains a major global issue, with one-third of all food lost across the supply chain (Beausang, 2017).

This project is rooted in my connection to Edinburgh, a city I now call home. While its vibrant restaurant scene adds to its cultural identity, it also contributes to growing issues of waste and insecurity. A key inspiration was the Shrub Co-op in Tollcross—a zero-waste, community-led space offering food shares, secondhand goods, and education. Its recent closure due to lack of support was a significant loss.

This project aims to carry on that legacy—creating a community hub that brings together locals, visitors, and the food industry to engage in sustainable practices. Through hands-on activities, educational programming, and social spaces, it promotes simple, joyful ways to cook with local produce. In a time of crisis, food can offer both healing and connection—and this space hopes to nurture both.

In light of these issues, Market Hub seeks to act as a flexible community space where agriculture, culinary education, and creativity converge to promote connection and sustainable living.

Located in the historic Edinburgh Fruitmarket, the design reimagines the site as a hub tackling food waste and insecurity, rooted in the belief that food connects us—to each other, to ourselves, and to the earth.

Scotland's rich agricultural landscape offers year-round produce worth celebrating. This space invites community members and industry professionals to share skills, create, and explore how sustainable food practices can be simple, practical, and joyful.

Inspired by the Mid-Century era, the time of the original Fruitmarket's decline, the design aims to restore our relationship with fresh food and highlight its lasting potential.



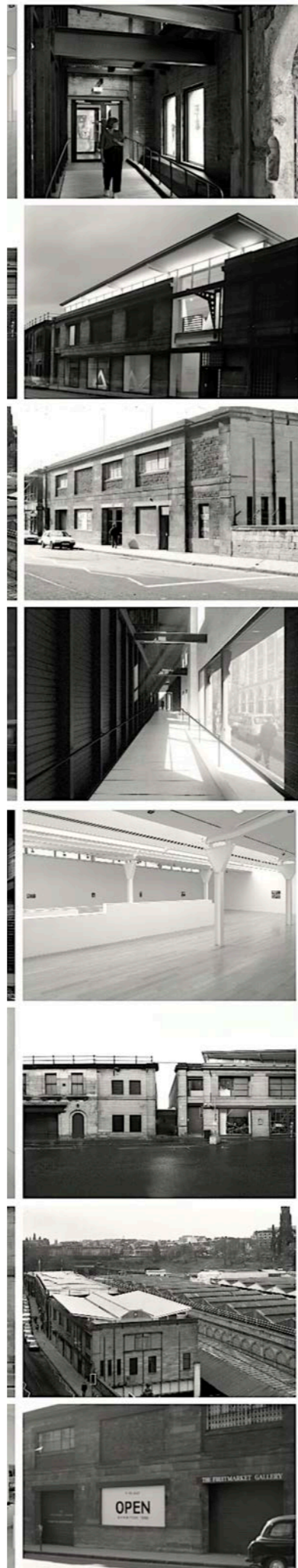
MARKET HUB PROJECT SITE



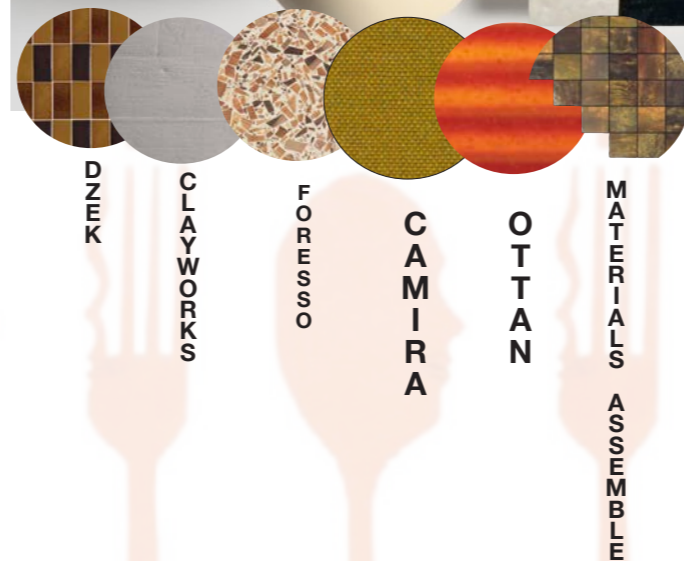
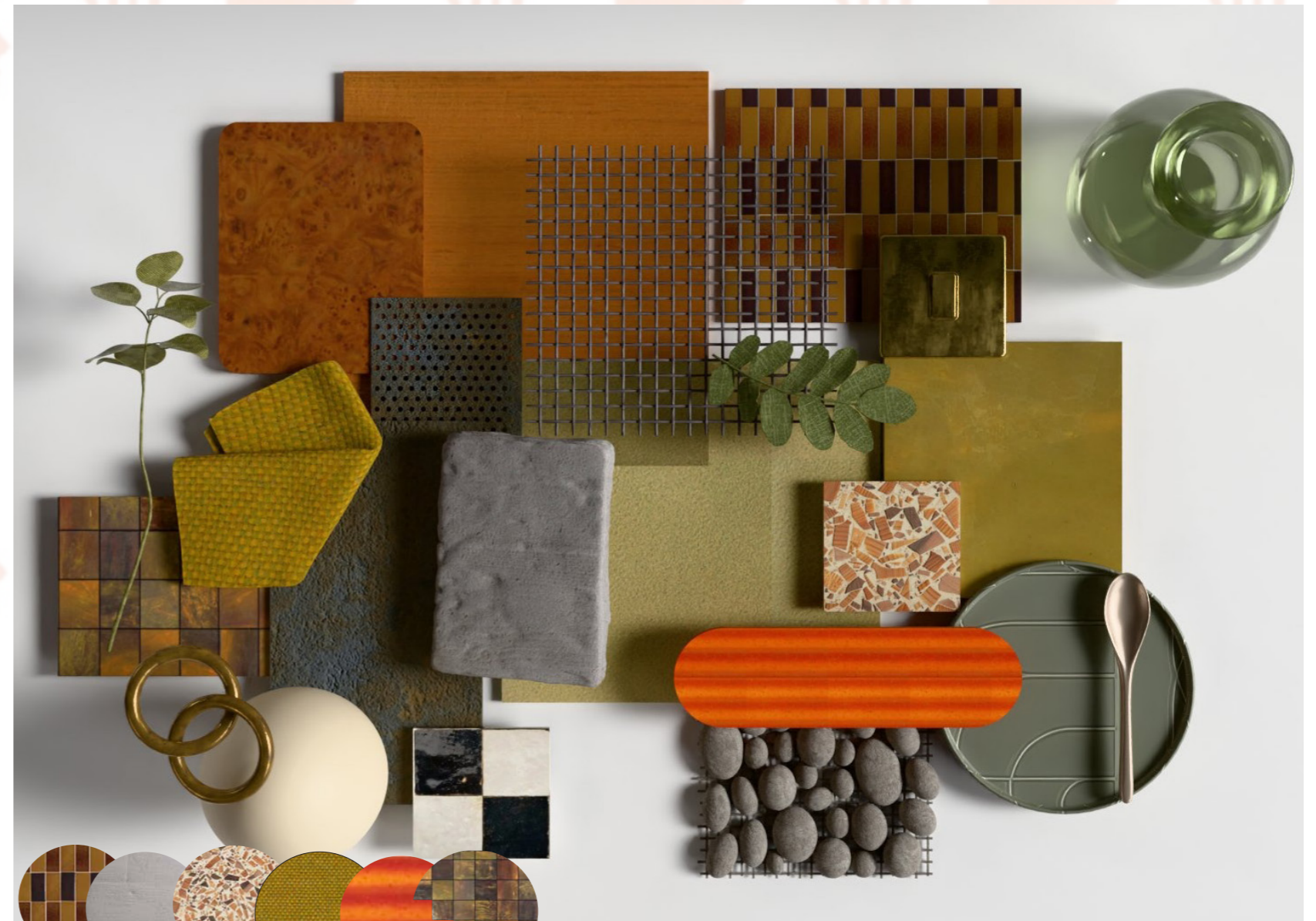
The Fruitmarket Gallery was chosen for its historical, architectural, and environmental relevance. Originally a 19th-century produce market, the building's past as a local food hub aligns naturally with the project's focus on sustainability and community-driven food systems.

Its industrial structure offers a flexible, light-filled space ideal for adaptive reuse, reducing the need for new construction and supporting eco-conscious design strategies like indoor growing and composting. Located above Waverley Station, it ensures high visibility, accessibility, and engagement with both locals and visitors.

This project reimagines the gallery as a platform for sustainable living, honoring its past, exposing its industrial present, and building a resilient future through creative, low-impact design.



MARKET HUB MATERIAL CHOICES



The Mid-Century era celebrated the harmony between natural textures and industrial refinement, grounded in values of craftsmanship, simplicity, and thoughtful design. For the Market Hub, the material palette integrates this aesthetic features. using manufacturers who champion innovated sustainable craftsmanship in the production of their products.

proposed layouts



Food Waste Tile: Made from plaster and pigmented using coffee grounds and blackcurrant powder

material exploration



Lino printed wallpaper: intended to be created from ink made of discarded food waste such as beetroot and spinach.

MARKET HUB PROJECT PROPOSAL

Fermenting Lab



Grow Space



Demonstration Kitchens



Eatery and Retail

