

# Introduction

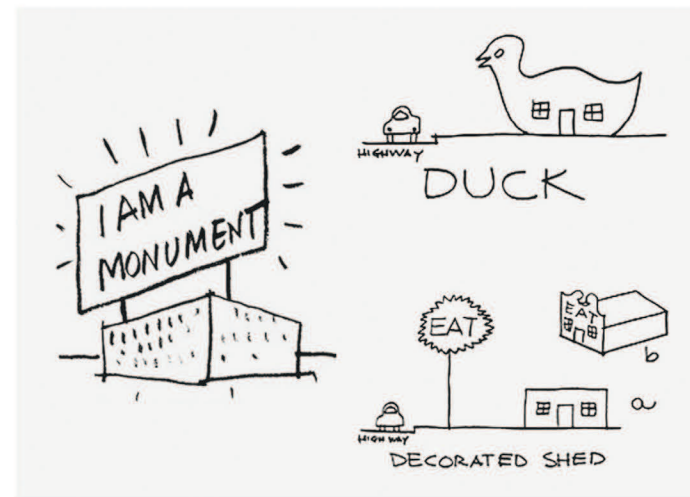
The market as a form of food retail in existence since time immemorial is a kind of temporary architecture. It takes place on an open square – a platform for market stands and pathways. Basically, the market stands consist of display areas, often surmounted by membrane structures which offer protection from the sun and the rain.

**This is why the first permanent markets were in fact roof structures covering market stands. For this reason, the original food retail architecture was a roof.**

The introduction of the supermarket format in the United States in the first half of the 20th century is closely associated with the automobile. The supermarket typology is that of a big box on a parking lot. The associated space stretching out on the latter's periphery takes the form of parking spaces and the roof in the center closes to form a box. This typology is complemented by a third element in the form of signage as a brand pylon and a way of labeling a building.

In »Learning From Las Vegas« Robert Venturi, Denise Scott Brown and Steven Izenour discover that all the buildings in Las Vegas are either »ducklings« (in honor of the duck-shaped drive-in »The Long Island Duckling«) or »decorated sheds«.<sup>16</sup>

Under the terms of this definition supermarkets are »decorated sheds«. As a rule, even the »decoration« is omitted and the contents of the box are only recognizable in combination with the signage. In other words, a supermarket is only a piece of architecture without a façade. From the 1960s right up until the present day the supermarket has used the warehouse as its predominant narrative. In the 1970s the SITE projects literally broke open the »big box« and ironically deconstructed it.



Big Box, Parking Lot and Signage: A&P Supermarket, Durham NC, USA, 1950

Scott Brown, Steven Izenour, 1972

Duck or Decorated Shed: Learning from Las Vegas, Robert Venturi, Denise

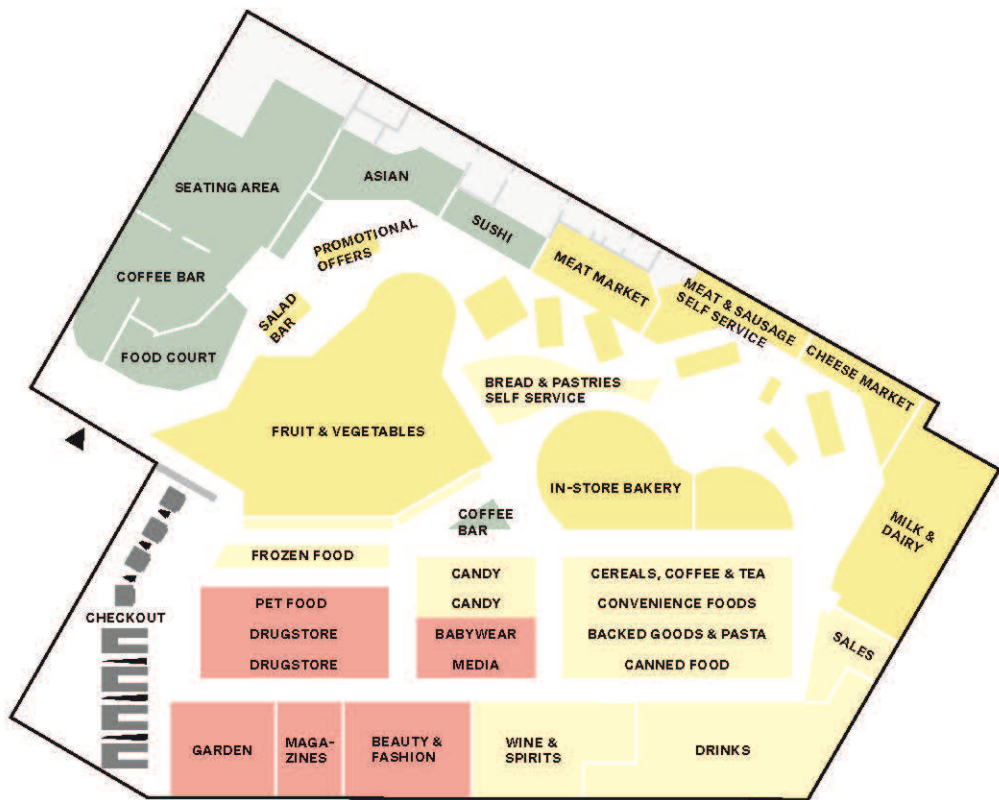
Indeterminate Façade: BEST Products Company Building, Houston TX, USA, SITE 1975

<sup>16</sup> See Robert Venturi, Denise Scott Brown, Steven Izenour: »Lernen von Las Vegas - zur Ikonographie und Architektursymbolik der Geschäftstadt«, Braunschweig, Vieweg (1979)

# Layout analysis: Jumbo Foodmarket

ASSORTMENT BY PRODUCT

CUSTOMER FLOW UND EXPERIENCE POINTS



- = FRESH GOODS ASSORTMENT
- = NON-FOOD GOODS
- = DRY GOODS ASSORTMENT
- = CATERING / SHOP-IN-SHOP

- = CUSTOMER FLOW
- = EXPERIENCE POINTS