

DESIGN 180

POP UP MARKET

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ALUMNUS OF CCA

DESIGN 180 – POP UP MARKET



[G] [LIVE]

market study

- no of farmers 20
- market age 2 years
- avg earning of farmer ~585/₹4000
- cost of hiring display tables 7.2-85/₹500-550

problems identified

- high cost for hiring furniture
- no sitting furniture
- same size table for all scale of farmers
- no identity of market

design study

- module manufacturing cost 2.85/₹200
- module hiring cost (proposed) .075/₹4 (3%)
- expected life span >3 years
- avg display stand cost .55/₹34

problems identified during execution

- without demonstration farmers hesitate to use modular design
- due to cheaper rate they prefer buying modules rather than hiring them

design 180

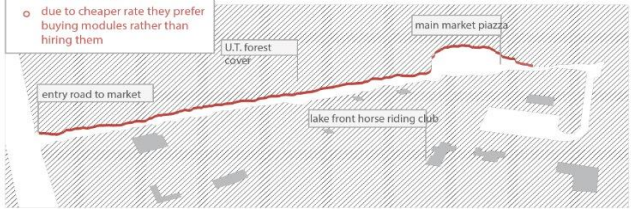
POP UP MARKET STATE COMPETITION

Project Site - Chandigarh Organic Market - Sector 1
 Team - Group of 6
 Role - Team Lead
 Client - Ms. Seema Jolly
 Timeline - March 2019

DESIGN PROPOSAL AND EXECUTION

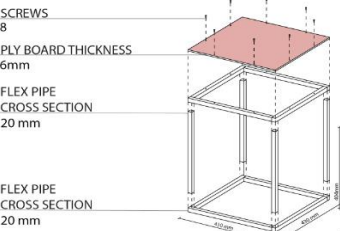
Design 180 was our proposal for the weekly organic farmers market in Chandigarh. The competition brief required a portable kiosk module for farmers to display their products. We proposed a standard cube of 450 mm with one opaque surface.

FORM FOLLOWS FUNCTION FEELINGS



Stage 1

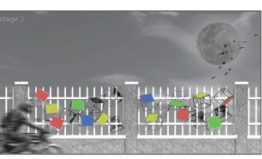
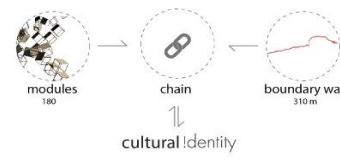
Modules can be arranged in any way, for any kind of product. The basic cube can be used by the user according to his choice so it personalizes each kiosk with no boundaries in design.



FLEX PIPE CROSS SECTION 20 mm
 MANUFACTURING TIME 3 hours
 TOTAL COST 2.85/₹200

Stage 2

After the Market hours the cubes become the part of the boundary wall giving back the lost identity to the space and hence the market image is never broken.



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