

# Revitalization of the Foodmarkets in Asia, Africa, Europe, America etc

Sustainable and liveable city-solutions - Building and Landscape Projects with combinations of modern green technology, green public spaces, and a general respect of the nature. Using **Copenhagen Foodmarket** (architect Hans Peter Hagens) and other worldwide foodmarkets as examples - during The Danish Embassy's "Danish week" in Vietnam. Vietnamese interview about the best functioning "green" foodmarkets of the world and their importance to the city:

<http://ashui.com/mag/tuongtac/doithoai/13895-kien-truc-do-thi-xanh-nhin-tu-cho-thuc-pham-goi-y-cho-viet-nam.html>

- From the Vietnamese perspective, we highly appreciate your food market design (the Copenhagen food market) because it is community oriented, it is contemporary/modern and still it keeps the culture of the traditional food market which we don't want to trade for shopping centers. Would you describe/introduce to us about this project ?

"My new Copenhagen Foodmarket is based on universal trade principles that will therefore apply in both Asia, Africa, Europe, America, etc. – and of course Hanoi, Ho Chi Minh City etc.



The Copenhagen Foodmarket is featuring two lightweight, column-borne market halls, one for vegetables and fruit, another for meat, fish, cheese and bread. Between them is a large green Plaza/space planned with 41 trees, benches and two rows of open-air market stalls for minor traders from all over Denmark to sell specialty goods. An open market place with focus on diversity and the possibility of samples, seasonal offers and rarities from near and afar. The founding principle is a fundamental respect for the produce, the meal and the culture of food. Key words include quality, freshness and direct contact between traders and producers, to the benefit of both the market for convenience goods, the citizens of Copenhagen and commuters.

All garbage and waste is moved to important underground facilities. Two dumping chutes down to an underground environmental station provide stallholders with an easy and hygienic waste disposal facility. Glass, cardboard, plastic and organic waste is sorted separately for recycling - this solution means that the client save around 1 million Danish kroner each year. Besides this The market is planned with other green aspects - like solarcells in the rooflights and also reuse of rainwater"

- In Vietnam, the threat is that traditional food markets are being turned into shopping malls. What is your comment on this? What is the experience in Denmark?

"When we started my Copenhagen Foodmarket-project in Denmark no one believed in the rentability. Today it has turned into a big economic success. People from Copenhagen and also tourist loves the market – I believe because it´s a public green space - placed right in the citycenter of Copenhagen. It´s has become an important meeting- point, where you can buy a lot of local Danish food at the same time. In a normal shoppingmall you don´t have the same possibilities for relaxing without spending money - in the green Plaza in the middle of the foodmarketet you can enjoy city-life (on public benches below the plane-trees) during day- evening- and nighttime as well"

- Some food markets in Vietnam after being turned into shopping centers they become less attractive. People don´t go there anymore. From your perspective, what could be the reasons?

"I believe local people are missing the everyday-citylife-aspect, because traditional Foodmarkets turned into shopping centers, means that they are no longer considered as public meetingpoints. Classical Foodmarkets in most places in the world offers local people a surrounding green space, and that extremely important after my opinion. Your famous floating Vietnamese markets are also kind of a green spaces (just on water) – and they are also planned in interesting combinations of business, local produce from your regions, local meetingpoints, tourism etc. Your covered markets in the cities has same combined functions – so that´s very good reasons to save your original foodmarkets"

- From your research on the food market, what can be kept, what can be improved? (for example: when it comes to food safety, hygiene).

"When you create new foodmarkets (all over the world, but of course also in Vietnam and Denmark as well) - or renovate old existing foodmarkets - it's very important to upgrade with modern green technology. Solarcells for electricity and cooling, reuse of rainwater, recycling of Glass, cardboard, plastic, organic waste etc. So you create better food safety, hygiene and also save money on the operating economy. In my Copenhagen Foodmarket the client save approximately 1 million Danish kroner each year because they are recycling the garbage/waste, so that is importance of course"

- Have you visited Vietnamese food market before? What is your observation? Any similarities/differences compared to Danish food market?

"You know I love foodmarkets, so I have visited many different of these in Vietnam - in Can Tho, Ho Chi Minh City, Hanoi, Ninh Binh, Hoi An and so on. And of course both classical covered markets in the inner cities of Vietnam, but also your wonderful floating markets. I really do love them....."

- In your opinions, what are the keys to keep the culture of food market alive, and still contemporary?

"If you really recognize that Foodmarkets are based on universal trade principles and that both local people and tourists love them in both Asia, Africa, Europe, America, etc. Besides this it's important to recognize, and explain, that foodmarkets also creates a lot of jobs/small family-runned firms/businesses for their living/survival. These aspects combined with local tourism-strategies in each Vietnamese city - or river-district - brings up new economically possibilities"

- In the future, do you think super markets will take over and traditional food market will vanish? Yes/No? Why?

"NO. Absolutely not. Local people around the world and tourists can not live without these classical foodmarkets. And in Berlin, New York, London etc it's just opposite - new "farmers markets" in these big cities has become extremely popular and very good running businesses. In Copenhagen we we are experiencing this trend clearly. So I am sure it's the same in Vietnam as well"

- What is your approach/philosophy on Sustainable Architecture Design? The provided background is that in Vietnam, this concept is not quite clear. Many people think "sustainable architecture" means to use natural materials and to be near to the nature, while it seems different in Europe where people tend to use energy efficient technology and materials :

"I do believe in clever combinations of green technology and nature"

- Between the choices of technology and nature? What is your priority if you have a chance? What projects could be good examples of your opinion?

"Building and Landscape Projects with combinations of modern green technology, green public spaces, and a general respect of the nature. The Copenhagen Foodmarket is just one example"

Photos : [www.arkitekturvaerkstedet.dk](http://www.arkitekturvaerkstedet.dk)















