unfuse™

The Chef's Palette

Food Hub Design Competition

http://**competitions**.uni.xyz



Img 1: Chelsea Market, New York | Picture Source

Premise

With globalisation, the way food is made available to us has transformed enormously. Fine dines of the world to Quick Service Restaurants of the world, food has evolved extensively. Fine dines continue to refine their cuisine and QSRs have become more commercial. Additionally, **food trucks** and **delivery services** are gaining more popularity everyday. It is a resource-intensive industry and all these ways have **revolutionised the interaction between the chef and the consumer.**

Apart from these, small food joints also exist that are not commercial. Yet, these eateries continue to remain the heart and soul for serving good quality local cuisine or some speciality. However, such eateries could not expand due to lack of sufficient resources.

Can architecture be used as a tool to give new opportunities to these small home-grown joints to expand?



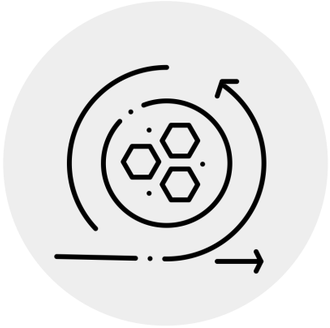
Img 2: Brooklyn Farmacy and Soda Fountain | Picture source

Brief

Local eateries are like hidden gems that any tourist or food lover visiting a place wishes to discover. The very nature of being hidden is also a reason why many people don't have access to these places. **How can the chef-consumer relationship be reconceived for such a case?**

Small eateries usually constitute home cooks or other small joints opened for passion or out of necessity. However, they often fall short of resources in terms of finances that stops them from growing or making big. Can an amalgamation of such food joints help in overcoming the issue of insufficient resources? Can this model incorporate other spaces for things such as live music or dance events etc. to help in increasing business? Additionally, can these chefs/eateries by changed periodically (a couple of months) such that the place always has something new to offer to the visitors? **How can architecture be used to club all these possibilities in a new experience of food altogether?**

Objectives



Model

Propose a working model to allow various small eateries to benefit from this intervention.



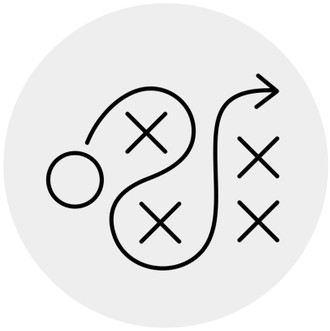
Food as experience

The design should offer varied ambiences to accommodate a diverse range of food places.



Robust

Design should be robust to ensure low maintenance and less hassle.



Flexibility

The design should be flexible for change as per multiple users.

Propose an intervention - **The Chefs Palette** that offers the best local cuisine/ dishes by the people's favourite chefs across the USA and elsewhere. These eateries would typically be **home-grown brands, infamous chefs' and other hidden gems** who have been serving good quality delicious food. Only the best get a chance to serve here and this would change periodically to offer a variety to the visitors and make it a **Center for Food Lovers**. The intervention should also offer areas to conduct food festivals and other related events occasionally.

The structure and interior would remain constant. However, the design should focus on offering varied ambiences such that it's **not just about food consumption but a food experience**.

Requirement: The design should be able to accommodate 50 eateries at a time (can have common kitchen or independent kitchen or both options as per design). Each of these eateries should be capable of accommodating 50 people (in case of independent seating) and 30 people (in case of at a time.



Img 3: Site Plan

Greenpoint, Brooklyn - New York

As per a Major Timeout Survey, **New York was ranked number one for an unbeatable combination of food, drink, culture and entertainment**. A total of ninety-one percent of New Yorkers agreed to it being a very lively city and it always offers something to see and do. **Greenpoint is a hip, young neighborhood** and is full of sources for entertainment including hip restaurants, dive bars etc. and is lively even at the night. The area is also great if one is looking for peace and a lot of Art studios can also be found here.

Area: 10,050 m^2
Site coordinates: 40°44'15.8"N 73°57'28.5"W
Maximum ground coverage: 30%
F.A.R.: 3

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

• A maximum of 4 boards / sheets. – **[2362px** x **3544px]** or **[400mm x 600mm** in **150 dpi]** in portrait digital format (JPEG).
• Each image should be less than **15MB**
• You can find the preset PSD, AI and INDD template files in the 'additional resources folder and here.

This additional resources folder contains: FAQ Questions, High Res maps and CAD file of the site plan.

Minimum requisites in the sheets are 3 sheets/boards + Cover image containing:

• Site plan (Compulsory)
• Key conceptual sections x 1 (Minimum)
• 3D views x 4
• Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1.
• Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.
• Answer 6 FAQ questions in the discussion section as given on the 'additional resources folder'.

+ The team limit for this competition is 4 members maximum.
+ 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.
+ Mention sheet number on corner of every sheet.
+ This is a design ideas challenge only. There is no built commission/realization is associated with the problem
+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: https://competitions.uni.xyz/the-chefs-palette

Discover the competition schedule and deadlines here: Schedule

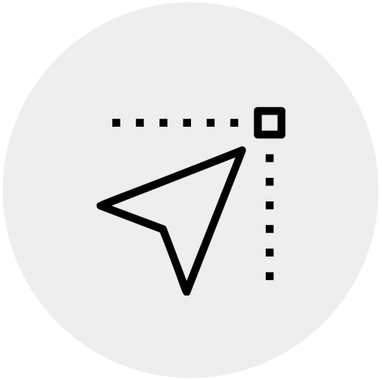
Rewards



Grants of up to a total of **20,000$** can be won on this challenge. Learn more about the full conditions on the competition page here.

Judging Criteria

The entries will be judged by an international jury of the competition on the following criterions:



Presentation

The fundamental to a good entry is a good presentation.



Concept/Idea

Quality of thought and intent in pre-design phase.



Spaces/Programme

How the spaces are calculated and ordered.



Design Output

The final architectural outcome of the solution.



The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

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About unfuse™

Unfuse serves as a unit block for **Uni** in the field of Architecture. It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation and conceptual exchange of ideas in architecture, urbanism, society, culture and ecology. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the boundaries of architectural discipline and enrich our built environment; thereby opening up possibilities for promotion of architectural thought at a global level.

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The Chef's Palette

Because food is an experience.

Available on:
Institutional Access™

https://**competitions**.uni.xyz

Picture Credits - The Grotto, Thailand