

Naschmarkt



Figure 1: Naschmarkt view

The Naschmarkt (Figure 5) is Vienna's most popular market. Located at the Wienzeile over the Wien River it is about 1,5 kilometers long.

The Naschmarkt has existed since the 16th century when mainly milk bottles were sold (As Milk Bottles were made out of Ash (Wood from an Ash-Tree), "Asch" (English for "Ash") led to the name "Aschenmarkt"). From 1793 onwards, all fruits and vegetables brought to Vienna with carts had to be sold here, while goods arriving on the Danube were sold elsewhere.

Nowadays, you can buy fresh fruit and vegetables from around the world, exotic herbs, cheese, baked goods such as bread, Kaiser rolls, and torte, meats, and seafood. There are also a lot of small restaurants which offer e.g. sushi, kebab, fish, seafood, traditional Viennese food such as Kaiserschmarrn or Palatschinken and stalls which offer clothes and accessories. Since 1977, the market extends further along the Wienzeile to an adjacent area every Saturday, when a flea market takes place there.

The unique atmosphere of the Naschmarkt is famous far beyond the borders of Vienna, and large numbers of tourists visit the market every year.

Urban Strategies Workshop on Naschmarkt

In order to investigate Second City on a conceptual level and its potential within urban strategies we decided to work on questions concerning the collection and distribution of information about the city with UniAk's and its postgraduate students from Urban Strategies. For our collaboration in WP9 we decided to focus on the following key questions:

- What kind of information can be collected and what is the respective media to store and visualize it?
- How does objective information of the city (map space) relate to individual perceptions and experiences (perceptual space)?
- What kind of inscribed rules within the cities fabric and mechanism has effect on how people perceive, use and navigate the city?

After a presentation of the concept and future technologies of Second City at UniAk the postgraduate students investigated the Naschmarkt and its surrounding. For various kinds of information we defined six main topics on which the students should focus.

- Urban zoning and building code: the statutory regulations of the Naschmarkt territory

- History, typology and morphology: the physical appearance of the market and its surrounding
- Infrastructure and locomotion: the connectivity of the market territory to the city
- Users behaviour: different behaviours of various user groups
- Uses of stalls: the actual function, supply and demand
- Temporary uses: emerging phenomena of other functions

In groups of two, students mapped the particular information by using different kinds of methods to collect information. Beside spending several hours on different days of the week on Naschmarkt students and documenting their observations with photographs, films and notes (written and sketched) they also researched the internet and libraries. This step also generated a huge set of initial data for the Second City database that is built up continuously. Some of them also tried to ground their findings with interviews. After two internal reviews with UniAk the mapping projects were presented and discussed with Imagination. Apart from the density of information the students gathered within the short time it was interesting to see how the findings were visualized on the plots. We particularly discussed the re-arrangement and connection of information of space and time and how to navigate the two dimensional *paper-scape*.

how alleys through the Naschmarkt are programmed during different daytimes. As a notation method the Students invented a speed-analysis and measured the time that is needed to cross the Naschmarkt and reach the other side of the road. For analysis of the broader connectivity the students literally walked around the area of Naschmarkt and documented obstacles (Figure 8).

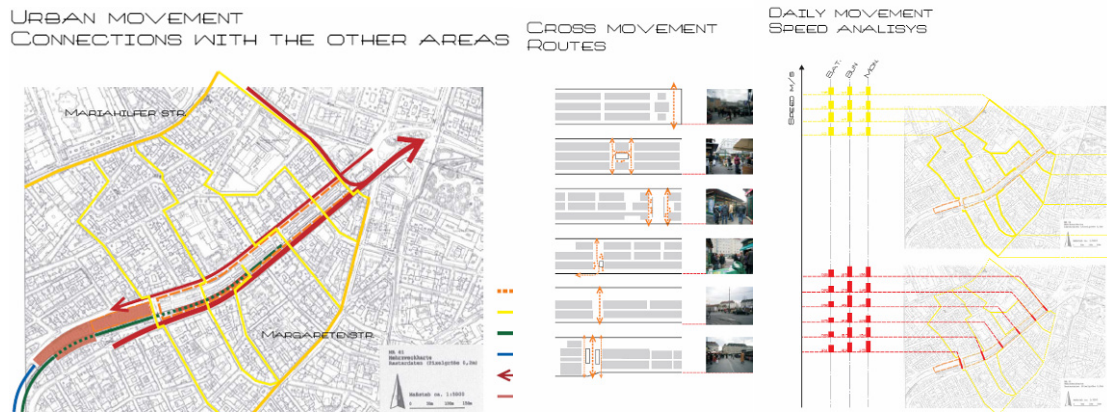


Figure 4: traffic flow and transversal crossing of the territory at different times

User's behaviours were measured in a similar way. In order to map the different behaviours of various user groups the students followed single persons during their way through Naschmarkt and documented paths and activities on a map. In this way they already simulated working with a tracking device (Figure 9).

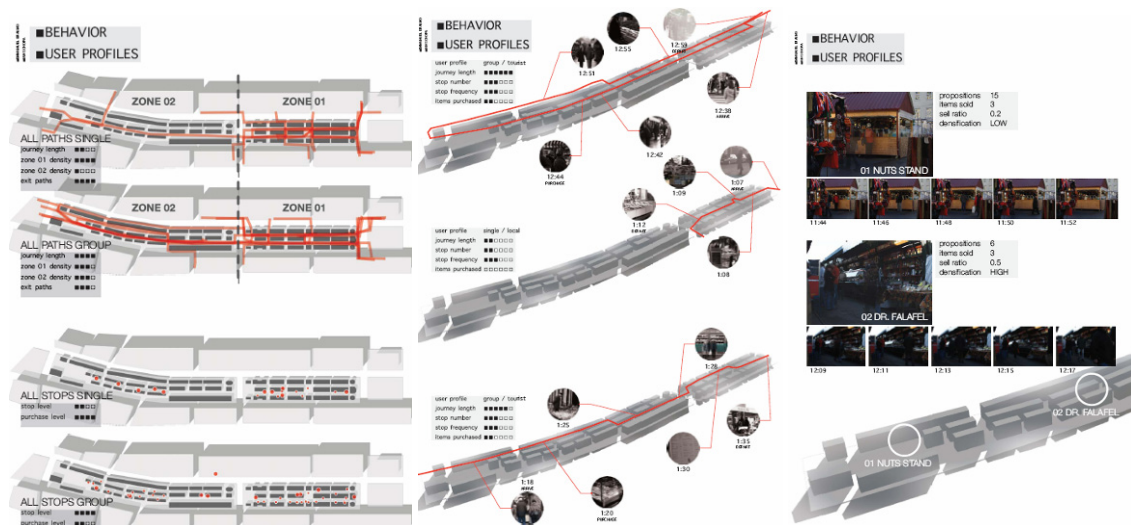


Figure 5: user behavior: paths of users, destinations and activities

Documenting the uses of Naschmarkt resulted in an abstract layout with a colour-code to describe the distribution of functions. The sequence of diagrams shows the mixing of programs from 1912 up to now. Whereas the diagram of the earlier days show a large part of the market being occupied by butchers (orange) the Naschmarkt now shows a varicoloured pattern of different uses which is difficult to read (Figure 10).



Figure 6 : changes of distribution of uses since 1912 and actual interrelations of owners

The investigation in temporary occupancy turned out to be an interesting topic to interlink programmatic, spatial and infrastructural aspects with user behaviour. The students defined different types of temporary uses, such as the occupation of vertical surfaces with posters and graffiti, furniture and mobile garbage bins and `invisible territories` that are caused by light or mountebanks (Figure 11).

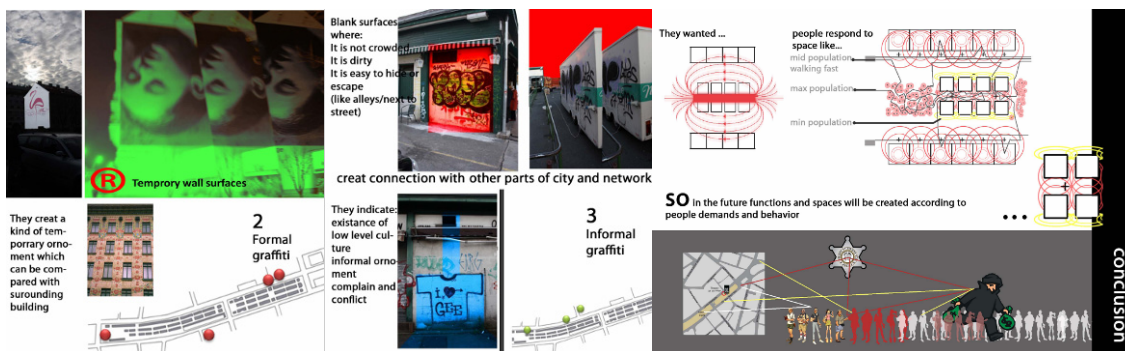


Figure 7: occupation of surfaces within the Naschmarkt and how it affects the uses of spaces

These issues raised a vivid discussion among all students about their individual experiences during their Naschmarkt strolls. Together they defined hot spots like general meeting points or a famous Kebab Stand.

For future work we plan to integrate the mobile devices into the students mapping strategies and to further investigate the notion of strolling in the city. Based on the results of these studies we assume to have a better understanding and analysis to user's behaviour using the Second City system as we created a comparison base for the non-digital city.