

Designing for Intercultural Interaction

A Local Bazaar for the Future Development Plan of Angered Centrum

By: Shahrzad Askaripour Jazi
B.Sc. Architectural Engineering
M.Arch. of Design for Sustainable
Development

Master thesis in architecture and design
for sustainable Development
Chalmers University of Technology,
Sweden, Spring 2014



Shahrzad Askaripour Jazi

Master of architecture in Design for Sustainable Development

Department of Architecture
Examiner: Björn Malbert
Supervisor Emilio Brandao, Pål Castell

Chalmers University of Technology,
412 96 Göteborg, Sweden

Key words

Bazaar
Cultural design
Cultural exchange
Social interactions
Economic gains
local potentials
Integration
Diversity
Dynamism
Collaborative Management

Abstract

This master thesis aims to emphasize on the importance of cultural planning for a culturally diverse context. Angered centrum, a suburban neighborhood of Gothenburg, has been chosen as the study case. The neighborhood possess a diverse population of inhabitants in term of nationality and cultural background.

Enriching cultural potentials of the inhabitants through serving a proper ground for exhibiting and selling their cultural products is the main objective of this thesis. This study is expected to result in the attraction of more visitors to the neighborhood and to brand the neighborhood more like a cultural hub in Gothenburg.

Adapting the proposal to the future development plan and considering feasibility of the proposal resulted the final design to turn into a multifunctional building having the bazaar placed in its ground floor.

Table of Contents

Abstract5
Acknowledgement.7
Preface2
Introduction3
Study process3
Problems and Objectives4
Limitations4
Methodology5
Study methods used in each part of the research5
Personal reflection about culture8
Why Cultural Designing is important8
Cultural Diversity and Economic Gains8
Planning for diversity; by whom?8
What is a bazaar?	11
Configuration of a bazaar (Form).	14
Liner structure of a bazar.	14
Rhythm in a Bazaar.	14
Hierarchy in dimension of spaces.	15
Connection of a bazaar to its context	16
Bazaars in relation to development of their contexts	18
New urban development with respect to integration of urban bazaar.	18
Enhancing integration of a bazaar over new development of the city of Rasht.	19

Neglecting of the integration of a bazaar during new development	20
Densification of activities nearby a bazaar	21
Densification of activities nearby a bazaar, Urban bazaar of Naghsh-e-Jahan	21
Sustainability and continuity of trade through creating diverse Crafting and other activities in a bazaar	22
Functional and economic sustainability of a bazaar	24
Bazaar model- part 1	26
Introduction about the Study cases	28
Kommersen flea market	29
Special qualities.	30
High chance of Social involvement	30
Flexibility of the place	30
Diversity of activities in the bazaar	31
Zonning of activities and circulation of movement in Kommesen	31
Kviberg Market	32
Special qualities.	33
Proximity and accessibility	33
Flexibility of the place for trade	33
Zonning of activities and circulation of movement in Kviberg	33
Diversity in Kviberg and its target group	34
Management challenges between sellers.	36
Kville saluhall (Ny saluhall)	37

Special qualities.	38	Evolution of the design from concept to the plan. . .	59
Placement of the market	38	Bazaar plan	60
Configuration of the building	39	First impression of the bazaar	61
Diversity of activities in the bazaar	39	First impression of the bazaar, Bazaar proposal for Angered centrum.	61
Zonning of activities and circulation of movement in Kville saluhall	39	Indoor spaces.	62
Management	40	Bazaar walkways	62
Selling challenges in multucultural markets . . .	40	Bazaar walkway	63
Bazaar model- part 2.	41	Pause space- food hall	65
(design criteria)	41	Food hall.	66
Bazaar model of the study.	42	Outdoor trade spaces	69
An introduction about Angered.	44	Adaption of the design proposal to the future development, opportunity for planning the management.	73
History and population diversity.	44	First floor plan	74
Existing activities and services within Angered. . . .	45	Second & third floor plan plan	75
Present trade target group	48	First floor plan	75
Distribution of existing trade activities within Angered49		Elevations	76
Existing business variety	50	Sections	77
Distribution of existing public activities within Angered centrum	51	Conclusion	79
Disconnection between east and west area	51	Recommendation	79
Future Development towards west	52	Appendix	81
Introduction	54		
Disposition of Angered bazaar	54		
Drawing visitors' attention to the site	56		
Form and Function	58		

Acknowledgement

For completion of this master thesis I am indebted to numbers of people.

First my gratitude to Emilio Brandao my supervisor for his motivating, encouraging and inspirational influence on my work. I should like to thank him for the time he generously spent reading my text and reviewing my drawings.

Then I would like to thank Professor Jan Björn Malbert, my examiners for giving me clear advice in the moments that I really needed it. I have definitely learned patience and a lot more from him during this project.

I would like to extend my gratitude to Mir Azimzadeh, lecturer at University of Gothenburg for the valuable information that he gave me from his research about key of success for a bazaar.

I should like to thank Lars Jadelius, Ass professor of architecture and cultural activist in Angered and Geza Nagy, Project manager at Intercultural Project Center for Angered for the time they devoted to educate me about the context I designed for.

And last but not the least I would like to thank my husband Behnam for his words of encouragement, his support and for making a peaceful and friendly environment for me helping me to focus on my work during this project. I am indebted to my siblings Shahram and Shohreh for their kind support and for believing on me from the moment I started studying architecture until now.

This thesis is dedicated to the soul of my parents who taught me how to dream big and how to follow my dreams passionately. During my study I imagined this moment of dedicating my thesis to you so many times and this was a great motivation for me! I hope this thesis is a little prove that I was listening whole heartedly to all the lessons you gave me over your life.

Chapter 1-Introduction

- Preface
- Introduction
- Study process
- Problems and Objectives
- Limitations
- Methodology

Preface

This project is produced by Shahrzad Askaripour Jazi, a master student in Design for Sustainable development studied at Architecture department of Chalmers University of Technology. I have got my bachelor degree in Architectural Engineering from Azad university of Iran with an attitude more towards modern architecture.

Taking some courses in design for sustainable development showed me the importance of planning for social and economic sustainability and this made me feel passionate to work around the same area for my master thesis.

Moreover, as an international student with a different nationality and background, the differences between the atmosphere of cities in my home land and Swedish cities made me think about the best characteristics of each of these two and the possibility of combining the qualities of both Swedish and Iranian contexts in this work. For me, city dynamics and liveliness is one of the qualities which can usually be improved more in Swedish cities. In the meanwhile, the dynamism arose from intercultural and cultural events such as the culture day, Halloween, Christmas, mid-summer and so on made me interested to choose my master thesis theme within the discourse of designing for cultural activities.

My master thesis started in September 2013 by expressing my area of interest to some cultural activists who were planning new cultural program for Angered centrum with the aim of uplifting uniqueness of the area by using its cultural potentials. Therefore, this thesis proposal has been seen as a complementary part to that program.

Getting involved in the program provided me with a good background knowledge about the area which could ensure the feasibility of the proposal. (Appendix 1)



*a temporary bazaar in Norway
photo: Victor Jensen*

Introduction

The immigration of people from different spots of the world to Sweden has brought about considerable cultural diversity to the Swedish cities, here the opportunities arise for enhancing cultural activities and generating dynamic environments.

A smart way of approaching cultural diversity of the inhabitants can lead in beneficial economic outcomes as well. Trying to come up with a feasible cultural planning proposal made me choose a subject which embraces economic and cultural interactions at the same time so that the design proposal is socially valuable and economically profitable. This is why I have chosen a proposal for a bazaar.

Study process

Beside this introduction part, this study has been planned in three other parts; first, a research about Persian bazaars as well as some examples of bazaars in Swedish context. The aim of this phase is to extract an applicable bazaar model including the remarkable

factors of bazaars which can be used as design criteria for this study.

The second part consists of an introduction about Angered centrum, a site analysis and the declaration of future development plan of the neighborhood. This phase has been done with the aim of creating a proposal which is not only coherent new development but also can strengthen it. However to achieve mentioned goal same changes have been proposed by this study for the development plan of Angered center. Finally, the last part is about applying stated bazaar model in to the design proposal considering the context physical characteristics and its future development.

The diagram below shows the research components of this study and how they are designed to contribute in forming the design concept of the bazaar. Here a combination of understanding about special and physical qualities of bazaar as well as research on the special feature, inhabitant's demography and future development plan of the context have been considered as the main components to form the research ground of this study.

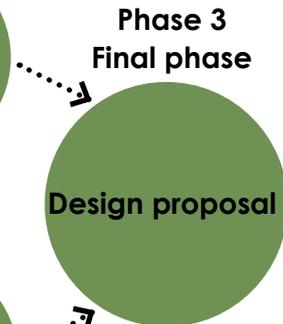
Phase 1 Theory and design criteria

- Persian Bazaar
- Notion of Bazaar in Swedish context



Phase 2 Study case

- Site analysis
- Demographic understanding of the context
- Research on future development plan of the context



Phase 3 Final phase



Problems and Objectives

Reading through Angered's previous and ongoing program done by the municipality reveals that "the most cultural diverse areas of Gothenburg are the most segregated ones" (Stadsbyggnadskontoret, February 2008). Even though the issue of segregation was not the focus of this study, this fact has acted as a hint for my research making me notice the issues associated with segregation and diversity more. This by itself resulted in directing the design strategies of this mater thesis in a way that could address the segregation of a diverse neighborhood like Angered. According to my investigation about the issue of segregation in suburban areas of Gothenburg, this issue is not generated due to occupying of these areas by a diverse population of inhabitants in terms of nationalities and backgrounds. But actually the intermediate connections of Gothenburg's suburbs to the city center have resulted in poor physical integration of the suburban areas like Angered in relation to the central parts. This by itself has happened due to the applied Tree Growth Model for urban development of Gothenburg. (Azizmzadeh, 2003)

Poor integration of the suburbs to the center of the cities has resulted in the identity of the suburbs to be left either misunderstood or non-existent. (Azizmzadeh, 2003). Therefore, the future development planned for Angered centrum by the stadsbyggnadkontor focuses on uplifting the status of Angered in Gothenburg and focuses on creating an identity. (Stadsbyggnadskontoret, februari 2008).

Moreover, according to the report that has been made by the stadsbyggnadkontor the inhabitants of Angered Centrum desire a type of development which is more coherent with Angered's characteristic. (Stadsbyggnadskontoret, februari 2008). To be more specific, as Angered centrum is accommodating a highly diverse population (50 percent with foreign background) (stadsledningskontor, 2013) the neighborhood possesses a strong cultural ground which can contribute in achieving prosperity and attraction of visitors to the area.

The objective of this study is to help the mentioned program to happen by making a bazaar as a cultural attraction for the

neighborhood where inhabitants can sell and exhibit their cultural production and exchange knowledge.

Limitations

Although some consideration was given to the segregation of suburbs and social issues associated with this but these are not the area of focus for this study.

Moreover, even though the initial concept of creating a bazaar in Angered centrum is generated from research on necessity of cultural design for diverse areas but this will be only shortly discussed as the focus of this thesis is on the bazaars and the criteria for their formation.

The considered factors for formation of bazaar model are also limited to those factors which have been seen as remarkable factors in formation of bazaar by previous studies.

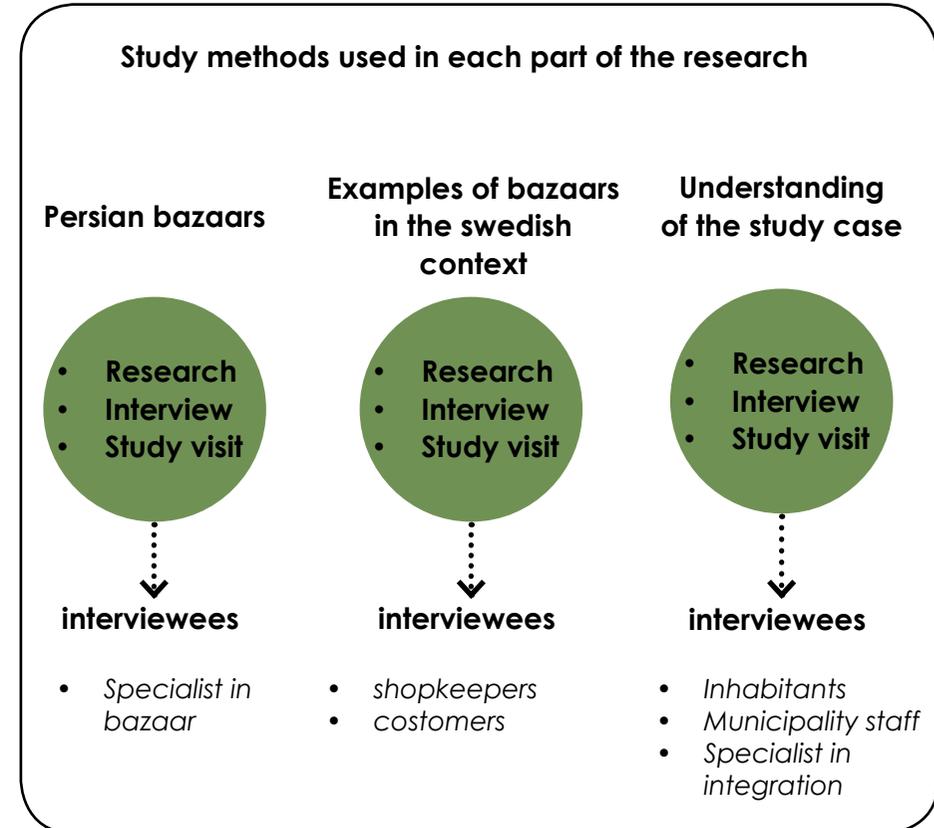
Analyzing the context has been done according to the related criteria of the bazaar model. Therefore, any other important factor associated with planning a commercial place for a local context could act as complimentary design criteria and would evolve the design proposal of this thesis.

In the end of the report, some other questions have been suggested to further research about from which the proposed design by this study can be evolved.

Methodology

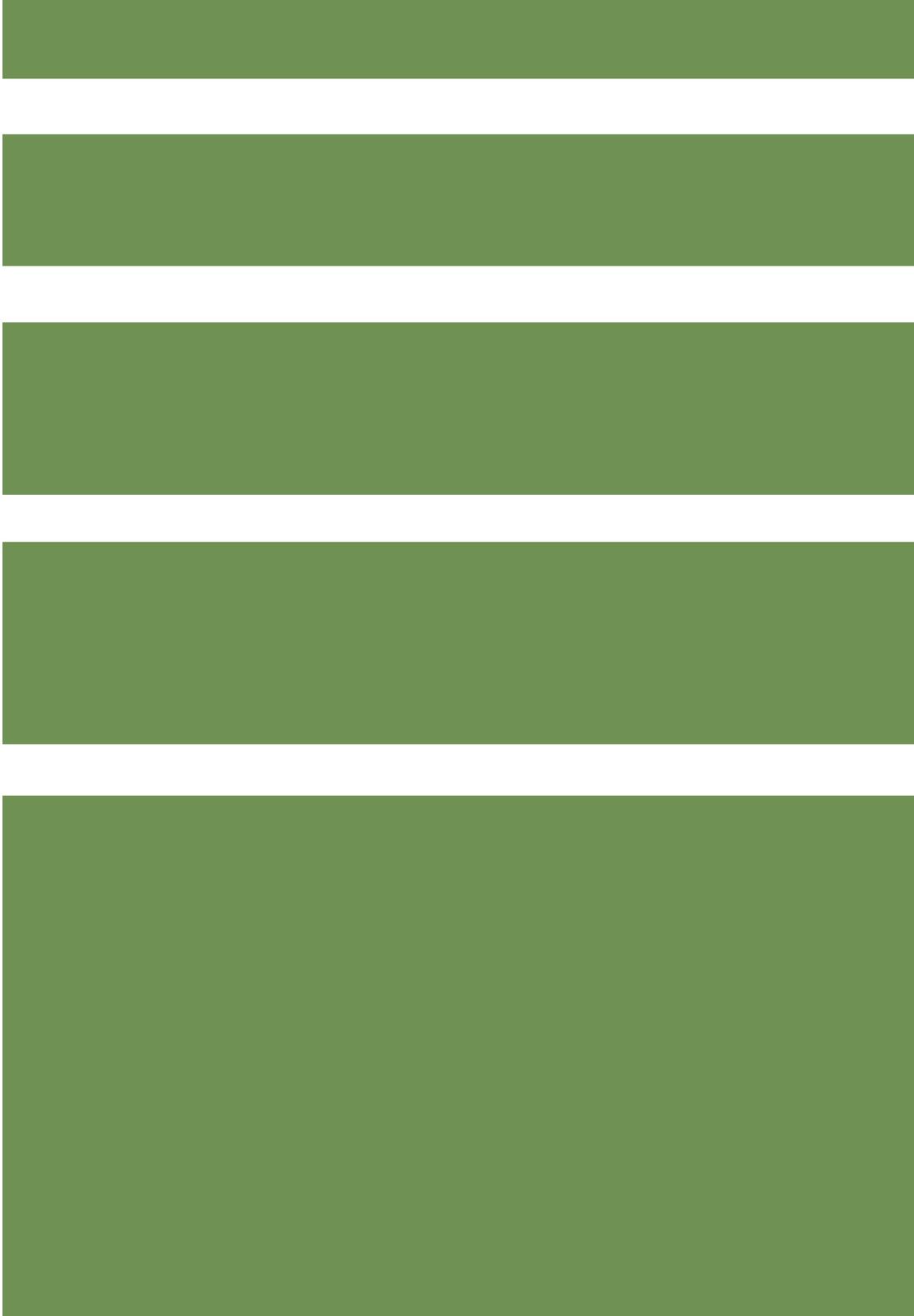
In order to serve as a concrete knowledge-base for the project, different research methods have been implemented;

- Literature research about the necessity of cultural planning for the areas with high cultural diversity.
- Literature research about the main factors which are playing a role in functionality and prosperity of bazaars.
- Study visit and analyzing of the research projects (Existing bazaars in Gothenburg) and traditional Persian bazaars. This part of research makes up the most important criteria for the formation a bazaar.
- Studying of planned future development for Angered centrum in order to come up with a design proposal that will be coherent with the future development.
- Interviews with inhabitants and urban planners of Angered centrum in order to get a real picture of needs, strengths and problems of the neighborhood.
- Conducting interviews within two groups of research projects (Existing bazaars in Gothenburg) and study case to understand the strength and problems.
- Observation of inhabitant movements within the proximity of the main square in order to discover the busiest paths
- Extracting a bazaar model from the research project for incorporation into the design criteria.
- Spatial analyzing of Angered Centrum and investigation of specific site characteristics in order to consider them for the design.



Chapter 2- Theory & background

- Part 1- Cultural designing
- Part 2- Persian Bazaars
- Part 3- Examples of Existing Bazaars in Gothenburg, Research Cases



Part 1

Cultural designing

- Personal reflection about culture
- Why cultural designing is important
- Cultural diversity and economic Gains
- Planning for diversity; by whom?



www.magicjumprentals.com 2013

Personal reflection about culture

I believe culture by itself has a changing and dynamic nature and when cultures do not evolve with time they are more likely to disappear.

I personally think every culture has something interesting to teach. People of a single nation can enrich their culture by promoting it and learning from other cultures.

For me, the culture of every nation is the reflection of their interest and attempt which is reflected in form of various arts and results in improving the quality of life. Moreover, some of the cultural characteristics of each nation are the reflection of historical events that should be preserved. Many artistic masterpieces of different nations in form of poems, paintings, and architecture and the reflection of national successes, courage and bravery and so on. I think establishing a proper ground for educating people of different nationalities about each other's culture makes them become aware of each other's cultural values, brings them closer together and enable them to draw inspiration from other cultures and traditions.

Why Cultural Designing is important

The expansion of global migration and trade is ensuring that Western Europe is becoming more and more diverse. The creation of more diverse city spaces contributes to urban development remarkably. Specifically, the capacity of a city to accommodate cultural differences facilitates co-existence and generates social and economic development.

A city consists of the collectivity of peoples' activities and interactions. When the type of activities within a city reflects the cultural values of the inhabitants, the city acquires a distinctive character. Moreover diversity of activities within a limited range, allows inhabitants to meet, interact and learn from each other while they live their everyday lives. (Wood, 2004)

Cultural Diversity and Economic Gains

A deeper look into vibrant city activities reveals the cultural values which lay under most of those activities. Cultural Activities and events such as different carnivals, national and international events and even intentional restaurants not only stimulate liveliness within the cities but also contributes to economic prosperity of the cities. Therefore, a city which has gained a vast diversity, due to the immigration, needs to use its diversity in favor of economic prosperity. Regarding the economic impacts of globalization it is not irrelevant to mention that in the corporate world the business case for diversity has largely been made as well. Even companies are realizing more and more that in order to compete with others in contemporary era of globalization they need to bring diverse cultures, talents and mindset into their organizations and businesses. (Wood, 2004)

Planning for diversity; by whom?

Cultural diversity is a quality that needs to be managed by municipalities on local scale. The reasons for suggesting such is that the municipalities are more aware of the population diversity

on their territory, therefore they can take advantage of the cultural values of that population more efficiently. (Tatjer, 2003) Moreover, the cooperation between municipalities and local people works well because regardless of the background differences, inhabitants of a certain neighborhood share a common sense of belonging which makes them eager to become involved in the development of the neighborhood.

On the other hand, immigrants with different background are mostly reticent to exhibit their cultural values because they feel it is more important for them to become integrated in the job market of the main society and adapt to the dominant culture. (Tatjer, 2003) This fact in a way disables the host society to use its cultural possessions as a an important source for sustainable development of that society (Tatjer, 2003) Here the intervention of a local planner is necessary to plan for a kind of development which the cultural values of the inhabitants and attempts to turn such strength to the opportunities of growth for the society.

Part 2

Persian bazaars

- What Is a Bazaar?
- Configuration of a bazaar(Form)
- Connection of a bazaar to its context
- Bazaars in relation to development of their contexts
- Densification of activities nearby a bazaar
- Sustainability and continuity of trade through creating diverse Crafting and other activities in a bazaar
- Functional and economic sustainability of a bazaar
- Study questions & bazaar model- part 1

This part of the study analyzes three of the most important characteristics of a Persian bazaar which have been focused by the studies that have been used as the study references for this master thesis.

Those factors have been believed to play a crucial role in economic, social and functional sustainability of a Persian bazaar. Following, those significant factors, including form, function and disposition of a bazaars, will form the first part of the bazaar model

suggested by this study. The overall aim of this part of bazaar model is to show the connection between the inherent effect of architectural form as well as the disposition of a bazaars, will form the first part of the bazaar model suggested by this study. The overall aim of this part of bazaar model is to show the connection between the inherent effect of architectural form as well as the disposition of a bazaars, will form the first part of the bazaar model suggested by this study.

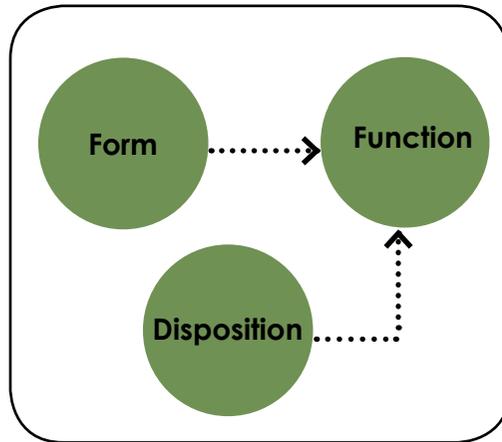


Fig: Three explored factors in formation of bazaar and their interrelations

What is a bazaar?

Any passageways surrounded by commercial activities can be seen as a bazaar but a more detailed definition of a bazaar varies depending on the context that the bazar located in. In this sense, bazaars can be categorized into two different major groups, local and global bazaars. A global bazaar is the largest scale bazaar of a city formed by public passageways with two rows of shops on its sides. Global bazaars are the most important and influential public spaces in ancient cities of Iran. Local bazaars though are smaller in scale and have been planned to fulfill needs of the related neighborhoods. Therefore, diversity of the activities and the size of a global bazaar is much greater than that of a local bazaar.

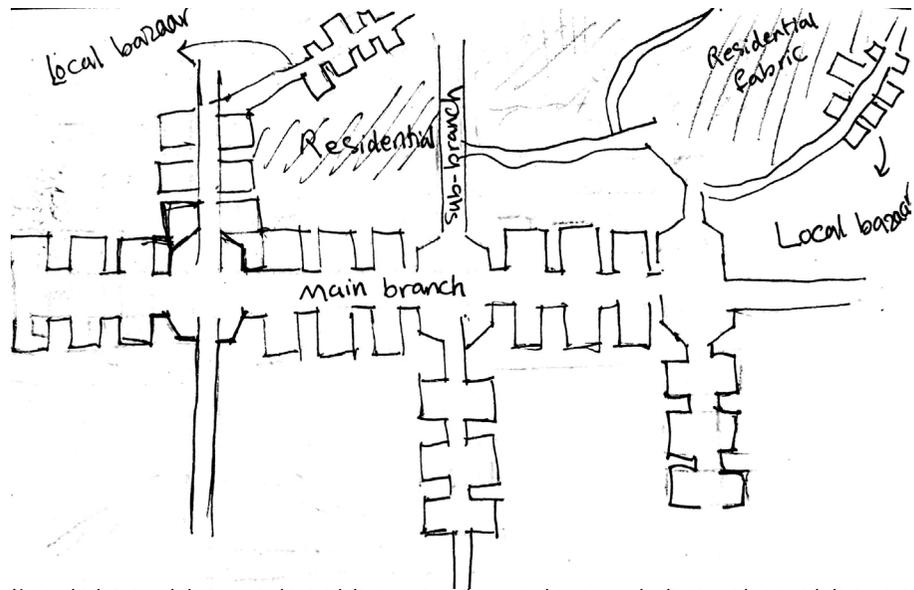


*urban bazaar of Naghsh-e-Jahan, Esfahan, Iran
Photo By: Shahrzad Askaripour Jazi*



Bazaar of Esfahan, the relation with sub-branches and residential parts

To sum up, a bazaar before anything is a passageway formed from a collection of stalls. The number and type of the activities in a bazaar varies depending on the scale and the needs of the context.



Simulation of how a local bazaar derive from sub-branches of bazaars 'walkways'
Created by: Shahrzad Askaripour Jazi

Bazaars in a local context can be formed from a collection of some stalls in the proximity of a main square and busy activity places such as schools and mosques public bath(hamam) and so on. By passing the time and developing the context a bazaar can grow more and more.

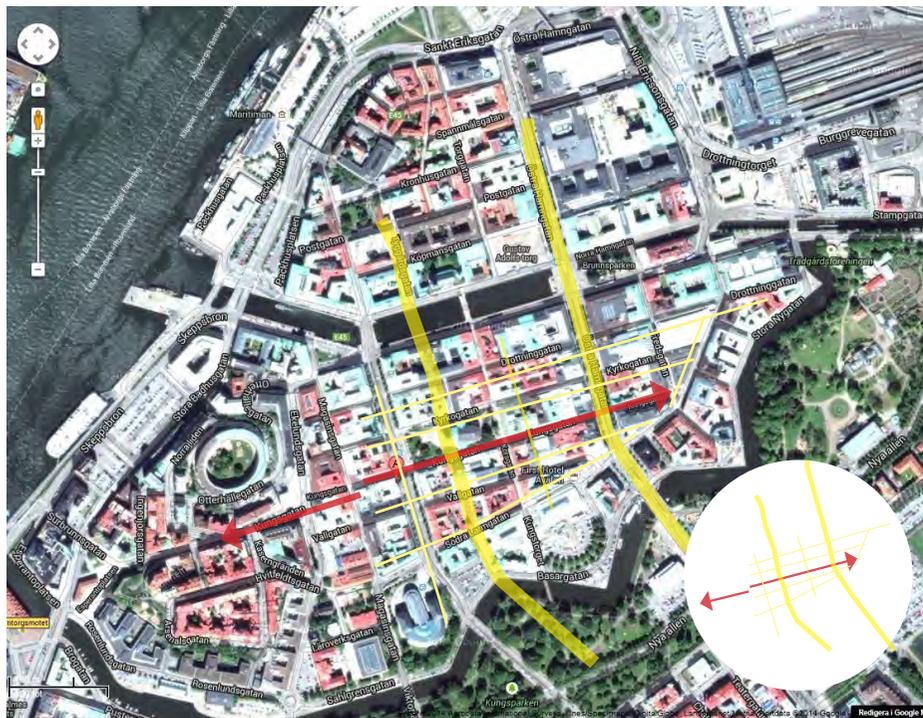
Global bazaar normally consists of one or numbers of main branches. From those main branches derive many other sub branches. Sometimes sub-branches of a global bazaar end to the neighborhoods' square in surrounding of the bazaars and form a local bazaar by itself for that neighborhood. (Rajabi, 2013) In traditional bazaars sub-branches have been specified and named by the type of activities those branches consist for example silverwork branch, food branch, leather branch and so on.



Handicraft branch, The Great bazaar of Naghsh-e- Jahan, Esfahan, Iran
By: Shahrzad Askaripour Jazi

Looking at the work time of different bazaars, they can be divided also into three groups of periodic bazaars, temporary bazaars (occasional) and permanent ones. Local and global bazaars are permanent ones that are open all year round except with holidays. (Rajabi, 2013)

A Swedish example of a local bazaar in Gothenburg is Kungsgatan which consists of assemblage of shops along with a vibrant street where people enjoy passing through. (Azimzadeh, 2003) Kungsgatan acts as an access which connects busy streets of the city centers to each other.



Kungsgatan, a well-used access in its context
Created by: Shahrzad Askaripour Jazi



Kungsgatan, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi

Configuration of a bazaar (Form)

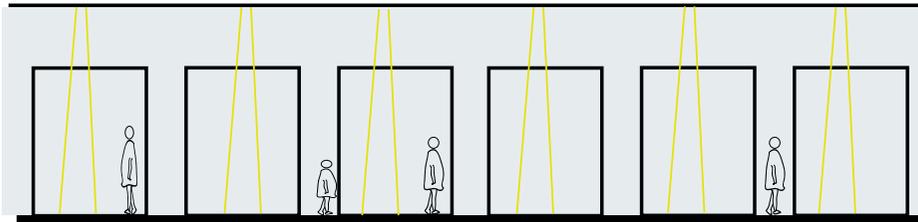
In configuration of bazaars the goal is to create spatial qualities which stimulate movement of the users along the bazaar inherently. There should also be pause spots incorporated into the design where the user can take short breaks from touring the bazaar. To sum up, the architecture of bazaars should inherently make the users move and/or stop. (Rajabi, 2013)

Liner structure of a bazar

All of the Persian bazaars share a common feature, they are liner passageways. This liner design of bazaars is intended to stimulate a sense of curiosity for the users, making them walk along a single branch and compare the quality and prices of the offered goods or services. This quality makes the bazaar as a trustable place for customers since it enables them to make the best choices fit with their purchase power. (Azita Rajabi, 2003) it also empowers competing market actions within the bazaars' branches.

Rhythm in a Bazaar

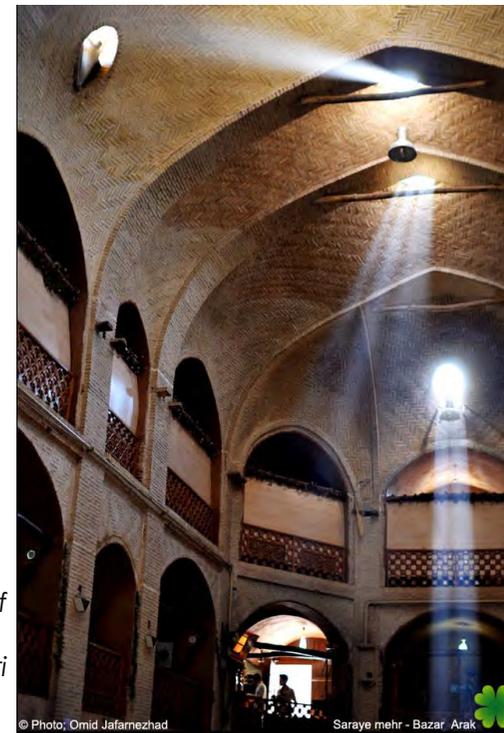
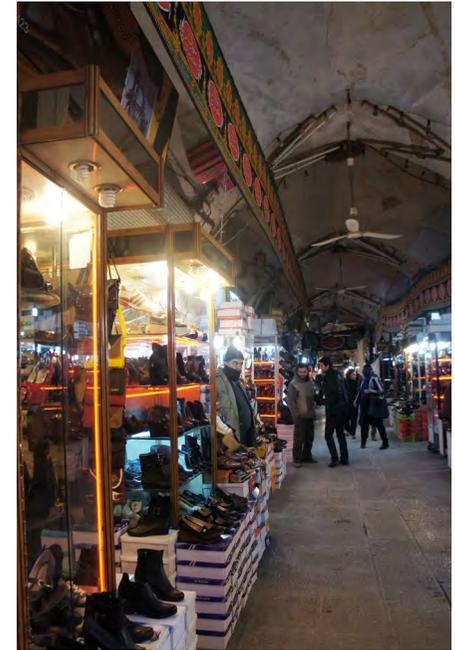
Creating rhythmic spatial features in a bazaar stimulate movement of the users along the bazaars intrinsically. The mentioned rhythm has been created in the bazaars by applying repetitive arches, repetitive forms of galleries, repetitive sky lights and windows and even repetitive pause spots along the branches.



Created by: Shahrzad Askaripour Jazi



Urban bazaar of Naghsh-e-Jahan
Esfahan, Iran
By: Shahrzad Askaripour Jazi



Urban bazaar of
Arark, Arak, Iran
By: Omid Jafari
zadeh

© Photo: Omid Jafarnezhad

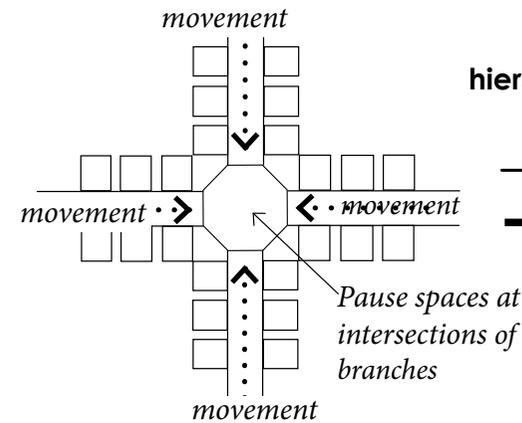
Saraye mehr - Bazar Arak

Hierarchy in dimension of spaces

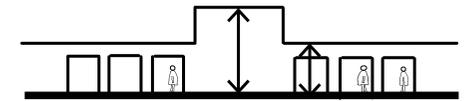
Creating spatial hierarchy in bazaars is another design quality taken by the architect. In a bazaar it is not only important to make the user walk along the walkways but to make them stop in some spots either to take a rest after their tour along the bazaar or for gathering public in special occasions and drawing their attention to specific things.

It is also important that the user can orient them self along the similar looking walkways of bazaar. Therefore, at the intersections of walk ways there are bigger spaces in different plan forms of square, circle or polygon with higher ceilings. (Rajabi, 2013) which can be used as a guiding tool by users to orient themselves in bazaar by counting the numbers of intersections on the way to a specific destination.

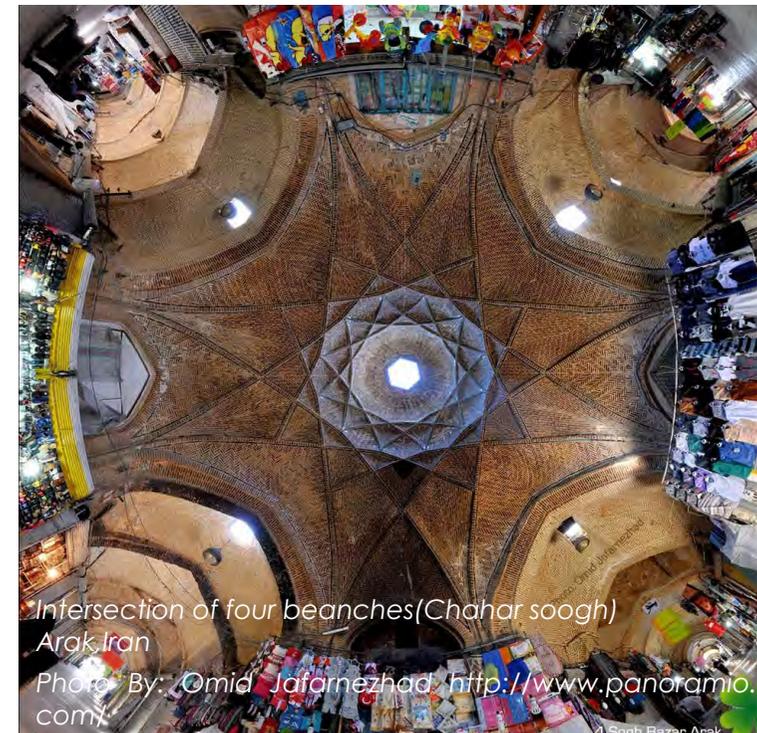
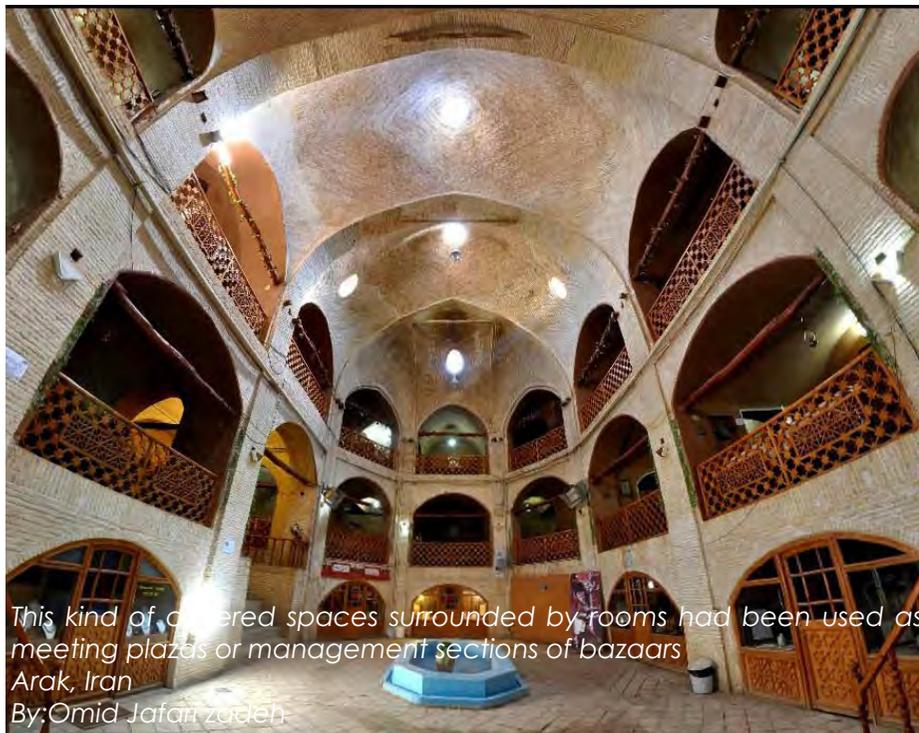
hierarchy in size of the spaces



hierarchy in height of the ceilings



By: Shahrzad Askaripour Jazi



Beside these intersections there are more cornered court yards surrounded by galleries where used to be used as chilling out spot, gathering points of merchants, administration and storage in the past (Rajabi, 2013). Today Those separated pause spots of bazaars are being used mostly for the activities that need to be placed out of the way such as workshops for artist; restaurant, café and so on.



Court yards along the Great bazaar of Naghsh-e Jahan, Esfahan, Iran, <http://www.ignca.nic.in>



a more cornered courtyard Chilling point, Urban bazaar of Naghsh-e Jahan, Esfahan, Iran.

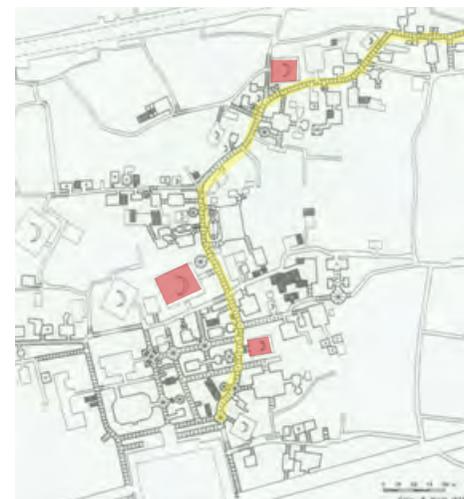
Connection of a bazaar to its context

The role of bazaars in development of Persian cities is remarkable as they acted as the backbone for their context connecting the public activities and the busy hubs together.

Moreover, from the main branch of bazaars, derives many other different sub branches leading to the neighborhood's center that are located around them. Thus, bazaars not only connect busy activities together but also connect the busiest activities and the less busy ones (residential areas in most cases) together.

Thereby, stated set up has created a win-win situation for the bazaars and for their context. Because in one hand the bazaars attracts population of pedestrians from surrounding neighborhood passing through the bazaars daily. Therefore even on holidays or in the late evening when the shops are closed the bazaars stays alive. (Azimzadeh 2003). In the other hand stated set up, provides surrounding neighborhoods with a proximate, lively and safe walking network (the bazaars' walkways) connecting the neighborhood centers to other public activities and hubs.

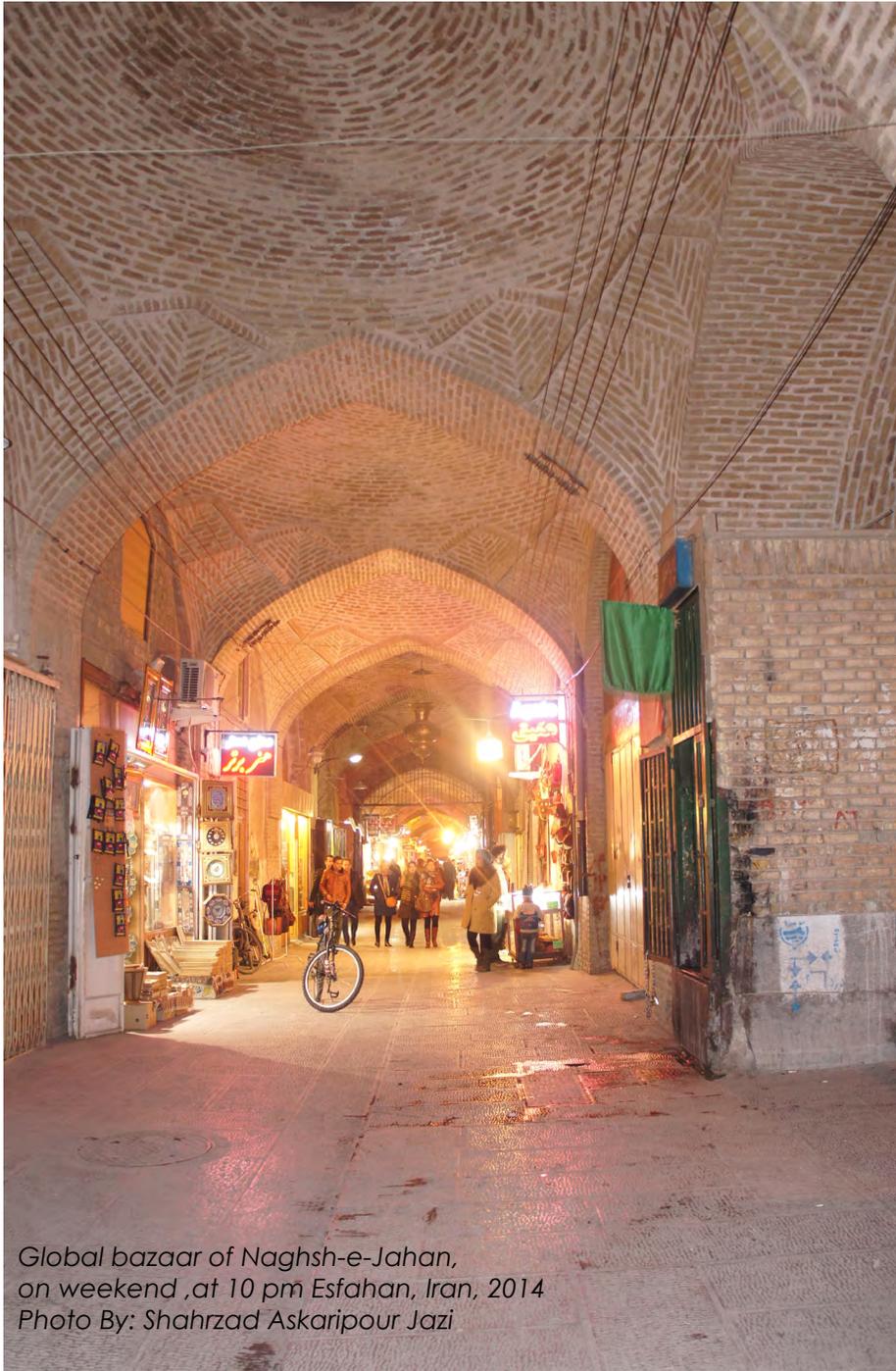
The economic prosperity of would be guaranteed in this way as bazaars at least offer service to the population who commute through or live in proximately of the bazaar.



public activities such as schools, mosque and so on

bazaar way

The bazaar connects busy and public activities to each other



*Global bazaar of Naghsh-e-Jahan,
on weekend ,at 10 pm Esfahan, Iran, 2014
Photo By: Shahrzad Askaripour Jazi*

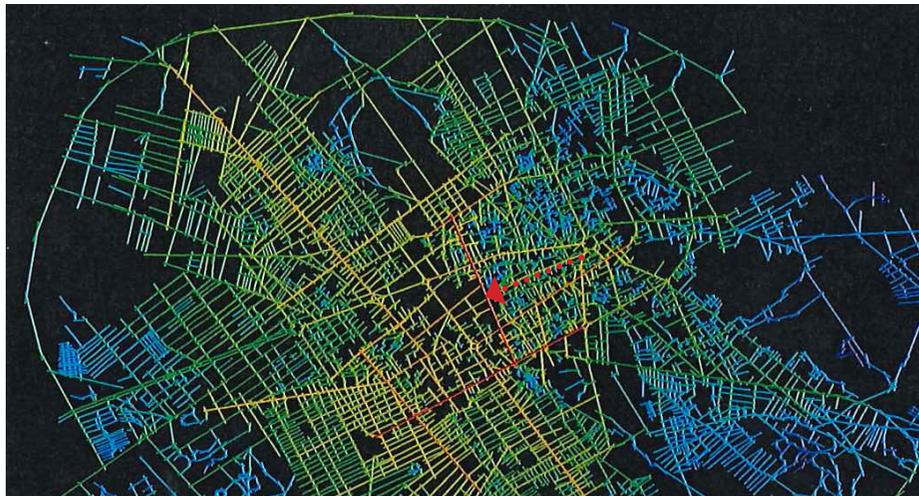
Bazaars in relation to development of their contexts

Conversant planning for new development around bazaars ensures the integration of the bazaars to their surrounding urban fabric and would guarantee the survival of the bazaars against economic breakdown by passing the time.

This discourse will be shortly explained by showing three examples of urban development in three different cities of Iran. Those examples show how existence of bazaars has been influenced by respecting or disregarding of their integration to the new urban development. (Appendix 2)

New urban development with respect to integration of urban bazaar

Below map is the integration map of the city of Kerman at present time. The arrow points that how the bazaar connect the least busy accesses (in blue) to the most integrated street of the city



— busiest passage way of the city •••• the traditional urban bazaar
— — the least busy passage ways

The integration map of the city of Kerman

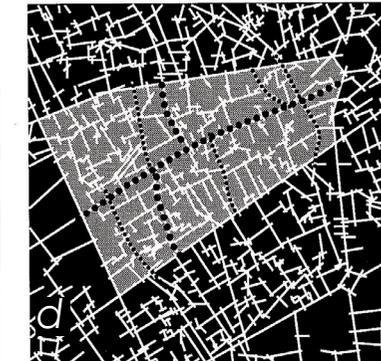
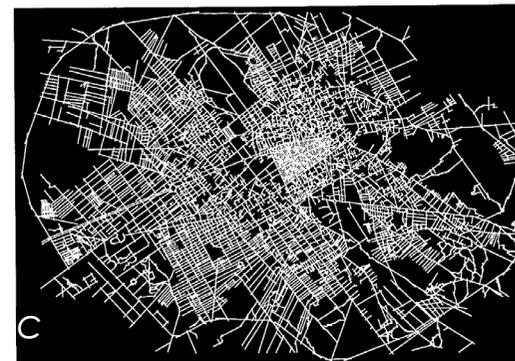
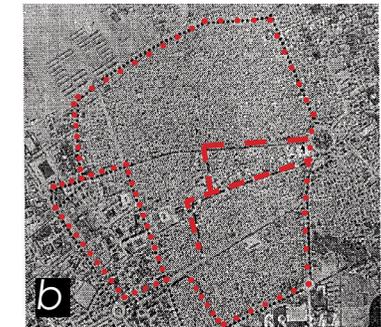
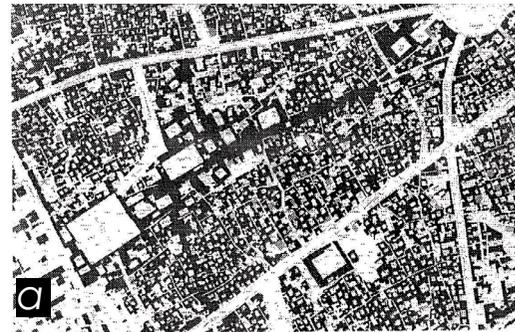
Source of maps and photos: Azimzadeh, 2003, evolving urban culture in transforming cities



(in red) within the new development of the city. Thereby, the bazaar is still used by pedestrians in order to reach their destination.

"The bazaar of Kerman is a well-used pedestrian path even when the shops are closed."

<http://img512.imageshack.us>

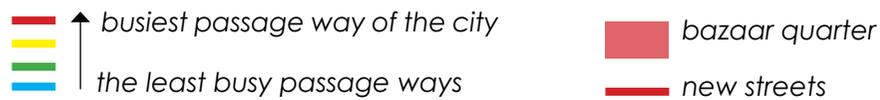
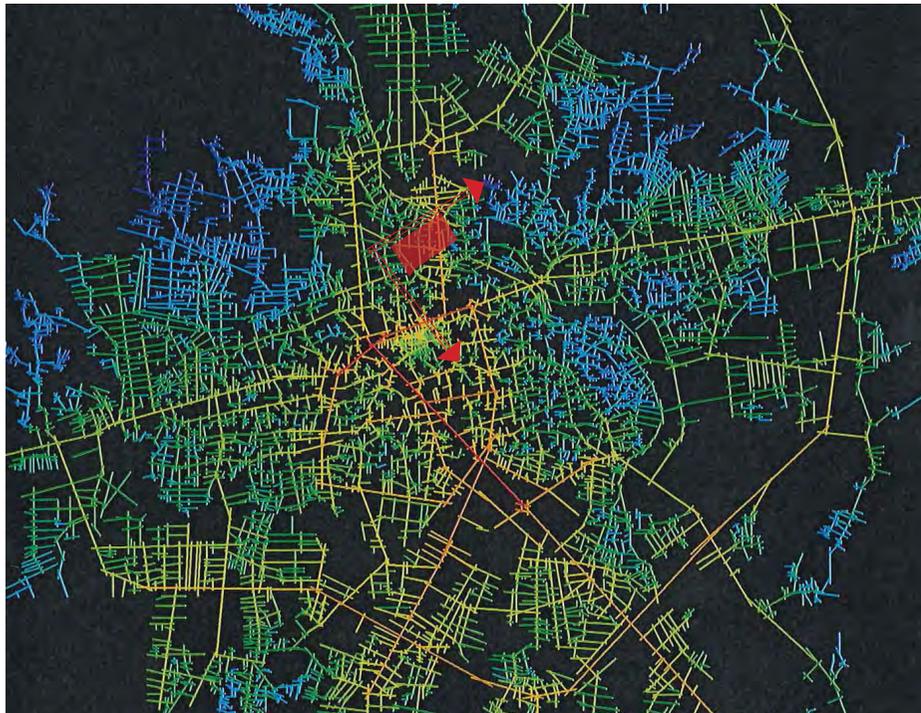


a: The bazaar of Kerman and its surrounding area today
 b: Kerman aerial photograph 1956. Dotted red lines show the old city walls and the dashed red lines show the bazaar
 c&d: Axial map showing the system of street network shaded area shows bazaar and its surrounding, dotted line is old thoroughfare.

Source of maps and photos: Azimzadeh, 2003, evolving urban culture in transforming cities

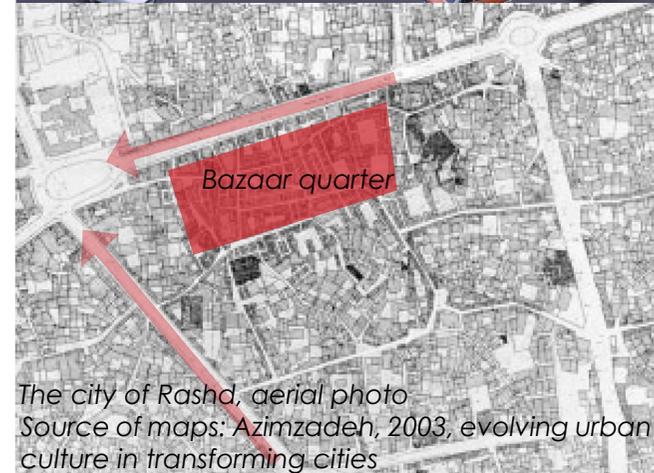
Enhancing integration of a bazaar over new development of the city of Rasht

Second example shows the bazaar quarter of Rasht in Iran. Here new development of the city not only has been planned in respect to the integration of the bazaar quarter to its surrounding but also has resulted in enhancement of such integration. In this example, since two busiest access of the city encompass the bazaar quarter, more population of pedestrians pass within the bazaar district rather than before from which trade in this bazaar has become more prosperous (Azimzadeh 2003)



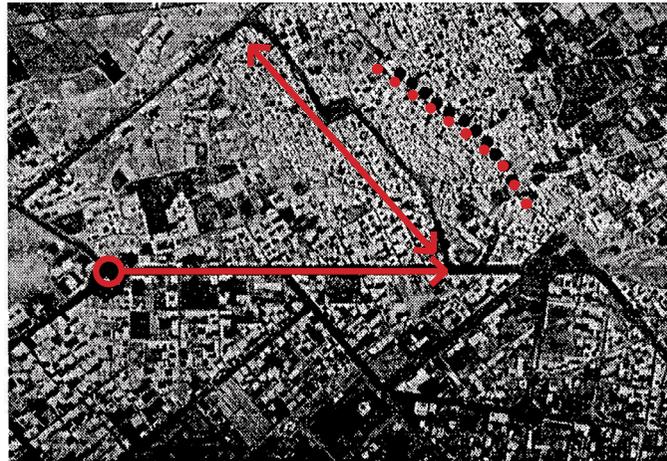
The map shows "The global structure of the city of Rasht and the position of the bazaar quarter in the city at the present time".

Source of maps: Azimzadeh, 2003, *evolving urban culture in transforming cities*



Neglecting of the integration of a bazaar during new development

Global bazaar of Nain is another example of Iranian bazaar that has been chosen to investigate. Unlike the two previous examples, this bazaar has been deprived by passing the time and today the bazaar despite its usable building is left abandoned. The reason of happening such is constructing a new shopping road in parallel with the bazaar's main branch. As the integration map shows the contemporary constructed road is connecting less integrated areas to the busy urban hubs resulted in drawing pedestrians to pass through the new road rather than the bazaar's walkway.



"The city of Nain, aerial photo. At the later stage of urban development the building of two streets and a square within the body of the traditional city formed a thoroughfare parallel to the bazaar with a devastating effect on it."

The bazaar of Nain on a workday. Today of 154 shops in the bazaar only 11 shops are still in business.

Photo By: Morteza Safaei
<http://www.panoramio.com>



the map in the right is the integration map of the city of Nain over four periods of development. The arrow in yellow is following a newly built street which made the users to choose that way over the bazaar way in order to reach the most used street of the city. (Azimzadeh 2003)

Source of maps & photos: Azimzadeh, 2003, evolving urban culture in transforming cities

- busiest passage way of the city
- the least busy passage ways
- the traditional global bazaar
- a newly built street

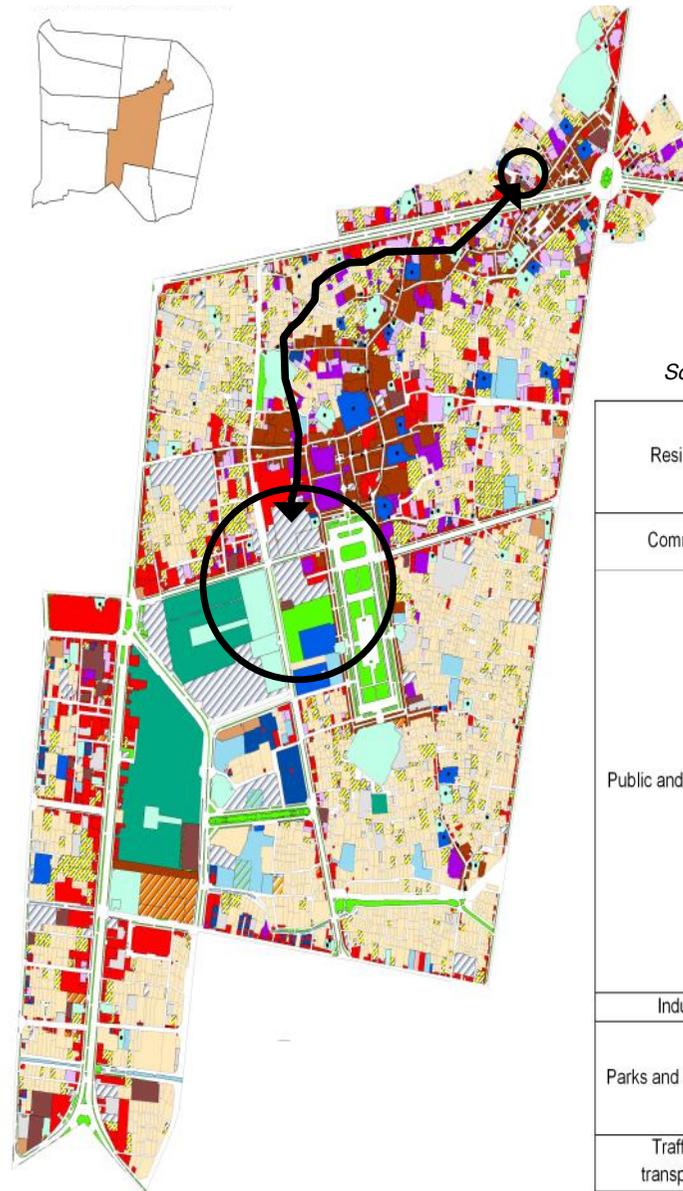


Densification of activities nearby a bazaar

In the traditional cities of Iran usually the local and urban bazaars reach to the main square of the neighborhoods. Moreover, closeness of bazaars to busy public spaces such as schools, public baths, mosques or churches attract many commuters into the bazaar spaces. (Pirnia, 2001) The diversity of activities and services within and surrounding a bazaar facilitates a distributed pattern of social contacts within the Bazaar. (Azimzadeh, 2003)

Densification of activities nearby a bazaar, Urban bazaar of Naghsh-e-Jahan

One of greatest examples of diversity of activities in the surrounding of a bazaar and connection to the main urban square has been shown here. The black line shows the main path of the bazaar.



Source. Bavand Consultants Architect and planners

Residential	residential	882174	25.9	36
	Abandoned and dilapidated	261222	7.7	
	vacant land	82635	2.4	
Commercial	commercial	280761	8.2	12.7
	bazaar	152605	4.5	
Public and Semi Public	education	62639	1.8	19.6
	pg education	21303	0.6	
	religious school	33626	1	
	cultural	116462	3.4	
	religious	48629	1.4	
	health	29463	0.9	
	sanitation	4803	0.1	
	Administration - disciplinary	146012	4.3	
	tourism	25515	0.7	
	Social Services	1579	0	
	Urban facilities and equipments	62668	1.8	
	stores	77368	2.3	
	Transport facilities	43224	1.3	
Industrial	industrial	60235	1.8	1.8
Parks and open spaces	garden	142937	4.2	8.1
	park and open space	126616	3.7	
	sports	5963	0.2	
	Entertainment	1332	0	
Traffic and transportation	transportation	736326	21.6	21.6
	river and Maadi	6235	0.2	0.2
Total		3412332	100	100

Great bazaar of Naghsh-e- Jahan, Esfahan, Iran
Source of photo Bavand Consultant

Sustainability and continuity of trade through creating diverse Crafting and other activities in a bazaar

Bazaars have been perceived as the most important and influential public space in Persian cities and towns (Pirnia, 2001). Social and economic interactions are met there in a very smart way. The vibrant and dynamic atmosphere of bazaars is the result of the diversity of offered services and cultural activities within them. Public activities such as trade, social services, administration, handicraft, cafés and restaurants have been accommodated within bazaars in a complete harmonic balance with each other. Bazaars provide an effective platform for exhibiting and selling skills and professions to those who work there. Branches such as gold work, silverwork, copper work, ceramic work and other kinds of handicrafts as well as food branches are the most attractive and busy branches of Iranian bazaars. The diversity of goods and



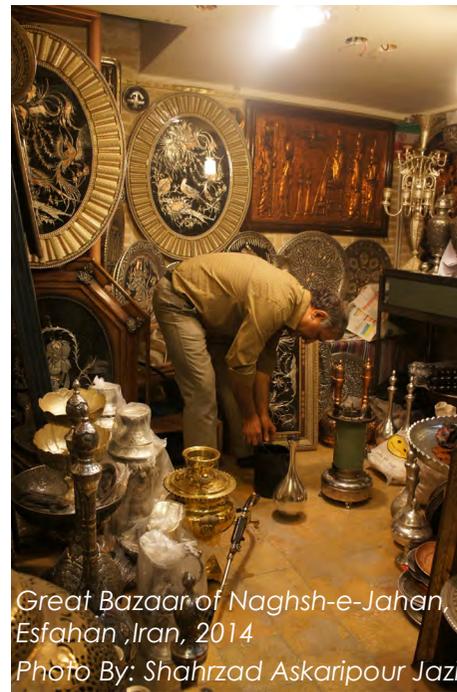
Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014
Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014
Photo By: Shahrzad Askaripour Jazi



Gold bazaar, Esfahan, Iran
Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014
Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014
Photo By: Shahrzad Askaripour Jazi

services characterizes every bazaars' branches and creates a special sense of place for the users at different branches.

The educational role of bazaars distinguish bazaars from modern shopping malls. In Persian cities global bazaars have been perceived as the cradle of arts and skills, where craftsmen and businessmen not only work there but also get trained there. Today collaboration of art universities and colleges with bazaars enables students to achieve practical skills and experiences by taking internships in the bazaar under supervision of craftsmen. This promotes practice base learning for students and allows the craftsmen to be in touch with fresh ideas proposed by the students. This by itself not only serves as a solid foundation for the evolution of cultural activities and creativities but also provides opportunities for constructive cultural interactions.



An art intern taking internship in bazaar Great Bazaar of Naghsh-e-Jahan, Esfahan ,Iran, 2014
Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan ,Iran, 2014
Photo By: Shahrzad Askaripour Jazi

Functional and economic sustainability of a bazaar

The existence of diverse businesses, crafts and exhibition of skills within the benches of bazaars brought about a different atmosphere for bazaar in comparison with the modern shopping malls. Therefore, bazaars have been perceived as an important tourist attraction within Iranian cities. In Iranian bazaars art, trade and craft are in a symbiotic coexistence with each other. Thereby, even during the contemporary development of Iranian cities, the emergence of modern shopping malls has not resulted in economic deprivation of traditional global bazaars as they could not have competed with the unique cultural value of bazaars. However, existence of retail selling as well as offering different services within bazaars made them to be able to fulfill diverse needs of the users supporting it against economic breakdown (Pirnia, 2001).



Great Bazaar of Naghsh-e-Jahan, Esfahan ,Iran, 2014

Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014

Photo By: Shahrzad Askaripour Jazi



Great Bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014

Photo By: Shahrzad Askaripour Jazi

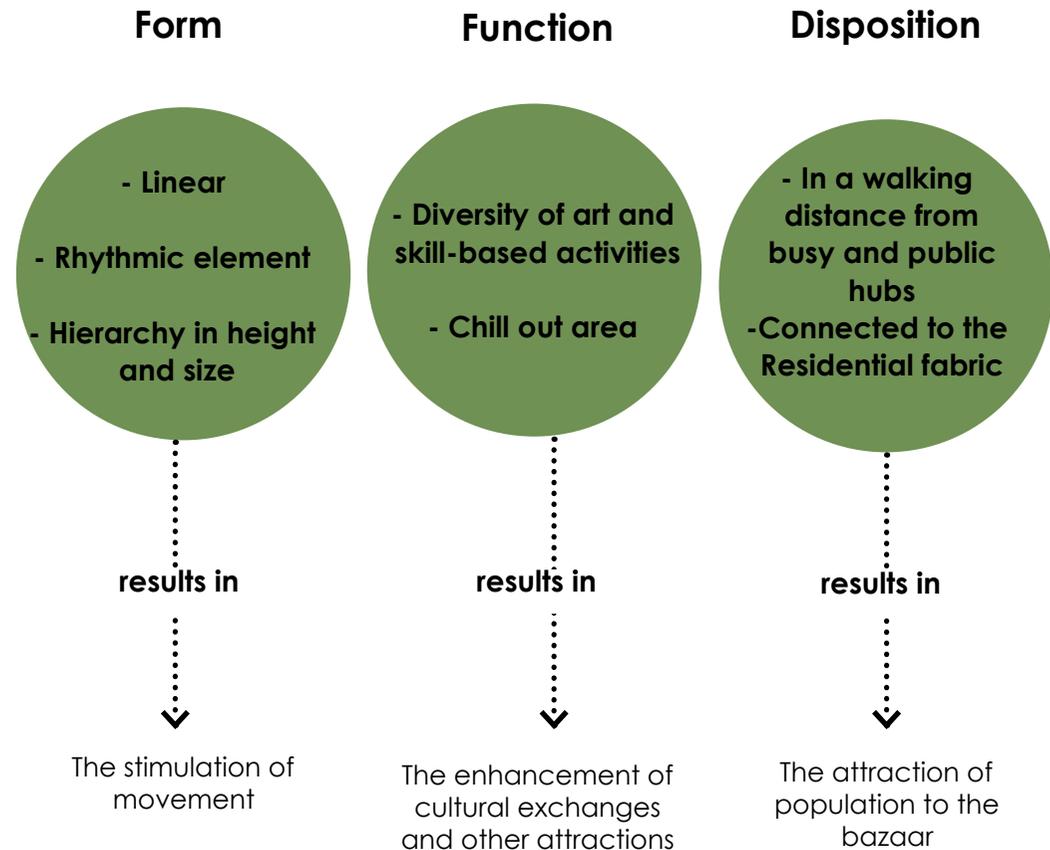
Study questions-part 1

- What kind of architectural feature Angered bazaar architecture should reflect and why?

- What kind of shops (activities) Angered bazaar should contain and why?

- Where in the urban tissue would suit best for placement of Angered bazaar and why?

Bazaar model- part 1 (design criteria)



Part 3- Examples of Existing Bazaars In Gothenburg-study cases

- Introductions about the study cases
- Kommersen flea market
- Kviberg Market
- Kville salluhal (Ny salluhal)
- Study questions & Bazaar model- part 2



Introduction about the Study cases

This part of the study explores some examples of bazaars /market places in Gothenburg in order to understand the characteristics of bazaars in Swedish context.

For this part, two bazaars and one food market in the city of Goteborg have been chosen to analyze. The selection of the study cases is the result of my survey held among various inhabitants of Gothenburg. The main question asked by the survey was, what does the term bazaar mean to you and what are some existing places in Gothenburg that you perceive as a bazaar?(Appendix 3)

The research methods carried out within the case studies of this part includes interviews with shopkeepers, managers and site visits.

This part of the thesis aims to complete the bazaar model extracted from the studying of Persian bazaars to result in a comprehensive bazaar model which would correspond to the Swedish context.

Kommersen flea market

Kommersen is a flea market close to Järntorget where people who want to sell secondhand goods can book a table for an affordable price. The market is open every weekend. Enhancing cultural densification of the surrounding area of the marketplace was the initial objective of the project (2009. Urban Cultures: Fallet Kommersen). The aim of implementing such programs is to create dense public places where people can interact and meet, as well as, to support the local economy and encourage a sustainable culture of buying and selling secondhand goods. Kommersen is a cultural attraction in the area which can be identified the existence of graffiti on the façade of the building. (Gillberg et al., 2013)



Special qualities

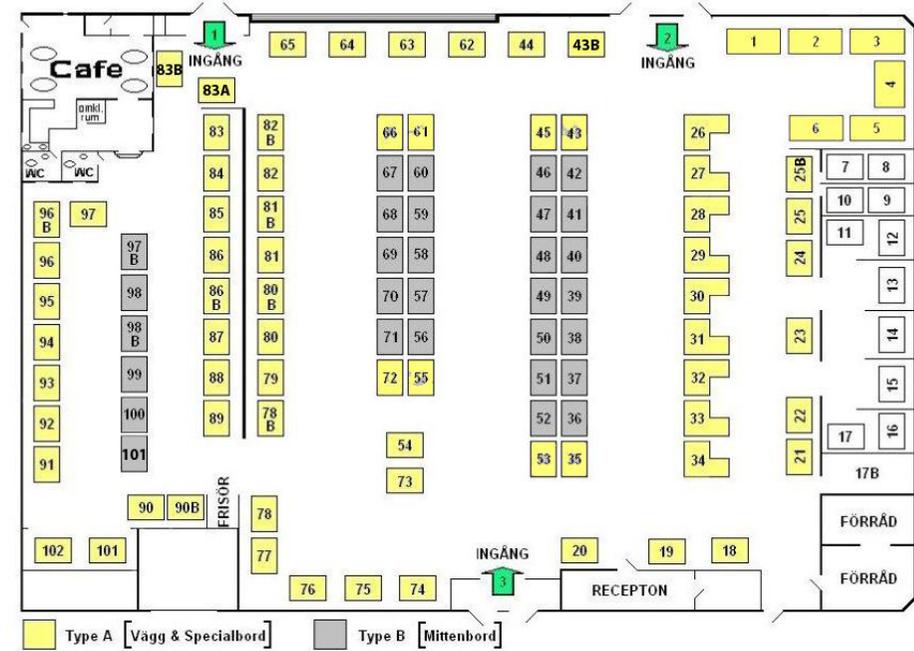
High chance of Social involvement

The project was started with the aim of enhancing the inclusion of local people in management and operation of the market. The research base for the project was performed through meetings with participation of the public.

Moreover, the relatively low price of renting a table has made it possible for people of all economic statuses to participate in the trading, providing opportunity for the public to learn how a market place functions. (Gillberg et al., 2013)

Flexibility of the place

The market is formed by various numbers of table and clothes racks configured in a rectangular space. The figure on the right shows the disposition of the tables, which make the market flexible, and creates a bazaar-like configuration for Kommersen.



Kommersion Flea market, Furniture plan

Source of the photo :<http://www.kommersenloppmarknad.se>



Kommersen market
Photo By: Shahrzad Askaripour Jazi



Kommersen's disposition
Photo By: Shahrzad Askaripour Jazi

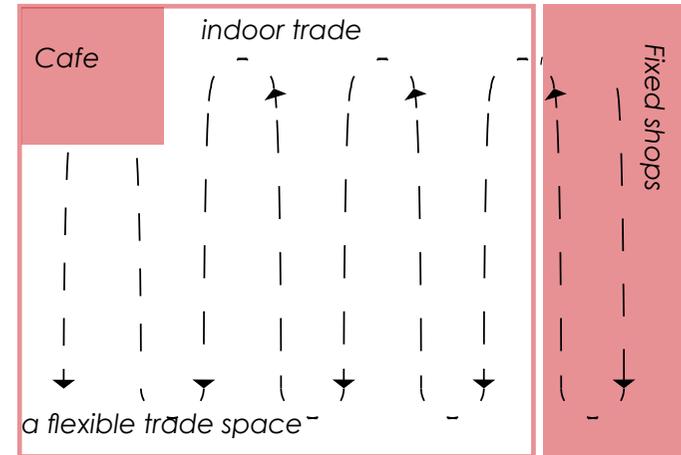
Diversity of activities in the bazaar

In Kommersen the trade is mainly about selling second hand goods. Offered services are limited to two small shops which provide hairdressing and watch repair services.



Zonning of activities and circulation of movement in Kommesen

In Kommerson there are three different options for trade, Fixed shops, the tables and clothes rack. A part of the area has been allocated for a cafe where there is a cozy spot for taking a rest or for those who are not into shopping.



By: Shahrzad Askaripour Jazi



Kviberg Market

Kvibergs bazaar is a popular bazaar in Gothenburg, which was created through the transformation of old horse stables in Kvibergs district in Gothenburg. The building is a part of the cultural heritage and dates back to 1895. Kvibergs Market is open every weekend. Of the three stables, two stables, number 10 and 12 has been preserved in their original condition with the original division of the stalls. The stables have been transformed in to a total of 160 units rentable for permanent and temporary businesses . (Go:teborg,2013)



Special qualities

Proximity and accessibility

Kviberg attracts customers from the city districts around kviberg such as Kortedala, Bergsjön and Gamlestan. A spacious parking lot next to the market and close to the public transportation makes it easy for the inhabitants of those neighborhoods to often visit this market. A wide variety of offered goods including food, antiques, furniture, art, books, household items, technical appliances, clothes, fabrics, toys, crafts, tools and international products bring diversity of users to the bazaar creating a dynamic atmosphere. (Stay.com)



Flexibility of the place for trade

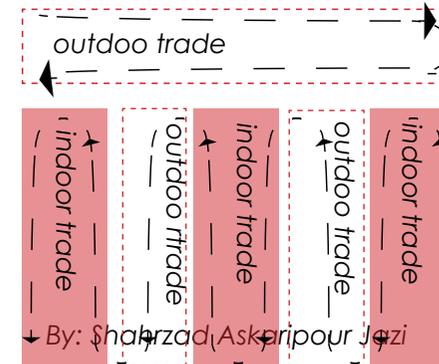
Trade is not just limited to the indoor buildings; the courtyard between the stables is also used for trade. Items such as fresh bread, eggs, flowers, vegetables, sweets, other food, and clothing are traded in the courtyard.

As the photos show Kviberg market is following the liner and rhythmic configuration of a bazaar and the architecture of the



building stimulates movement and a sense of curiosity to the users. (Appendix 4)

Zonning of activities and circulation of movement in Kviberg



<http://www.kvibergsmarknad.se/Bilder/karta2.GIF>



Diversity in Kviberg and its target group

The large number of visitors and the vibrant atmosphere of Kviberg made me feel more curious to ask random users that "what attracts you to kviberg?" According to them, kviberg bazaar is a very interesting place to visit. The variety of the offered goods in this large scale market makes it not only worth going to find goods to buy but also fun to visit on weekends. For some other, also the fact that the offered goods in kviberg is very different from other markets makes it attractive. The economic cost of the offered goods also plays an important role in attracting people to this market. The diversity of international customers revealed that the bazaar is fulfilling a large variety of users' needs. (Customers, 2013) (Appendix 4)



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



Kviberg market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi

Management challenges between sellers

While at Kviberg, I found the opportunity to interview a salesman who was willing to answer my questions. I asked him “what is the possibility of cooperation between sellers for managing the bazaar?” He answered that “The possibility is really little.” He continued “since the sellers are in direct contact with problems and needs of the bazaar, they could be the right people to manage and plan for the bazaar but the variety of backgrounds usually leads in miss-understandings between the parties and makes such a cooperation to end up non-productive. Therefore regular meeting of the sellers in order to make decision about the management of the bazaar is rarely happen”. (Sellers, 2013) (Appendix 5)



The interviewed salesman, Kviberg market, Gothenburg
Photo By: Shahrzad Askaripour Jazi

Kville saluhall (Ny saluhall)

Kville salluhall is a food market located in the new district Kvillebäcken in Hisingen. The building's design is the winner design of an architectural competition offered by Älvstranden Utveckling AB Inc which was the first architecture competition for a food hall in Gothenburg. Kville salluhall's aim is to promote commerce in the area, and to form a dynamic place where people can interact.



Kville food market, Gothenburg, Sweden

Photo By: Shahrzad Askaripour Jazi

Special qualities

Placement of the market

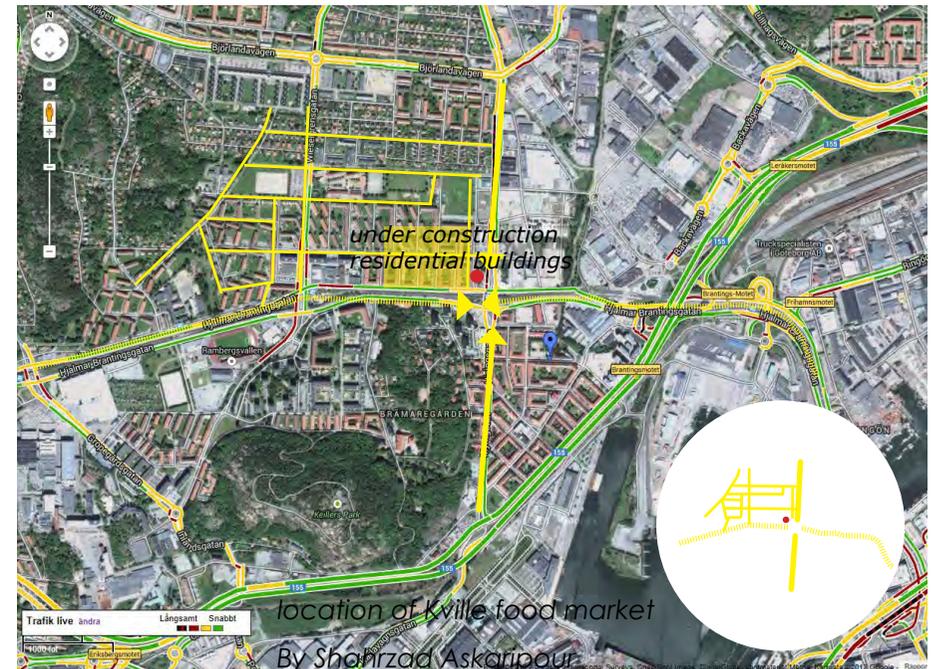
Kville saluhall is located at the intersection of a new development and an existing area of Kvillebäcken. The food hall is located on Gustaf Daléngsgatan. The planned future development of Kvillebäcken has been considered a fortifying factor for the future prosperity of the market. Kville saluhall is a well-planned addition to the downtown of Hisingen and Kvillebäcken. New office blocks and 1,600 new apartments have been planned for the future development of the area around the food hall creating a win-win situation by providing services to new residents as well as customers to Kville saluhall. (Anon,et al .2011) My interview with the sellers also revealed their hope for more profit for their business after the construction of the new buildings in front of the market. (Sellers, 2013)



Entrance door, Kville food market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



Accessibility by public transportation, Kville food market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi



By Shahrzad Askaripour

Configuration of the building

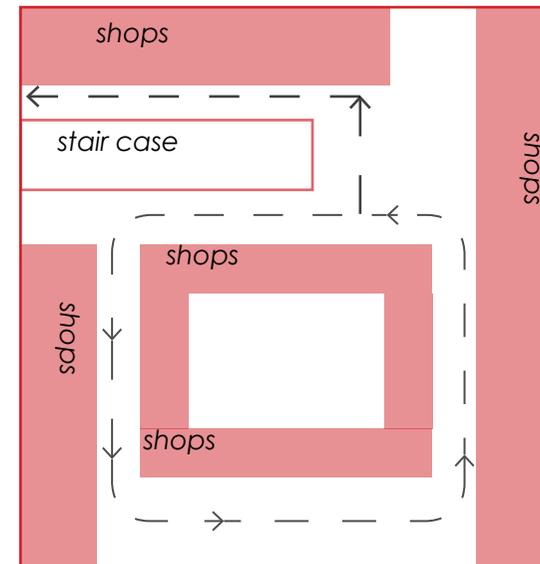
Creating a welcoming that is catching the attentions of the customers and commuters was one of the biggest aims of the designers of the food hall.

The building has been designed in three floors, including fridges and storage on the ground floor and the food hall on two upper floors. A wide void in the middle of the building facilitates vertical spatial connection in the building in a pleasant way, catching the customers' attention to both of the market floors.

Diversity of activities in the bazaar

Trade in Kville saluhall includes grocery stores, flower shop, butcher shop, fish and poultry shops on the ground floor in addition to restaurants and cafes on the second floor. The area of the building is approximately 1,000 square meter. The diversity of shops at Kville saluhall fulfills various tastes. People are able to buy locally produced food as well as exotic ingredients. (Andersch, 2011)

Zonning of activities and circulation of movement in Kville saluhall



By: Shahrzad Askaripour Jazi



Kville food market, Gothenburg, Sweden



Photo By: Shahrzad Askaripour Jazi



Kville food market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi

Management

My interview with the operational manager of Kville saluhall highlighted the importance of management in multicultural markets. She had the experience of working in two other food halls before Kville saluhall including the city center's saluhall and one other smaller market where people could rent a table and sell local food and vegetables. These previous working experiences gave her a deep understanding of the challenging mechanism of management in multicultural markets. She stated that "a market hall needs a strong management binding different shops and sellers together in order to create a united collection of different business."

To her, a lack of a stable management system leads to problems such as: gathering and chatting of salesmen during working time; confusion of the customers; or miss-arrangement of the market. According to her, in Kville Saluhall all the salespersons have signed a contract guaranteeing to offer safe and satisfying service to the customers. Periodical meetings are also helping the sellers to be involved in the management of the food hall. (Appendix 6)



*Kville food market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi*

Selling challenges in multucultural markets

During my study visit to Kville saluhall I got a chance to have chat with some of the sellers asking them if they are happy with their business. Most of the sellers were happy with their business and they have found it profitable but among them there was a man who was quite disappointed with his business. According to him the type of offered product that a market contains is very important, to him his shop cannot compete with the others' because his shop was the only Middle Eastern offering shop in kville food market. Although the market has been tried to offer oriental foods but since the majority of the products are Europeans his shops has been left anonymous among others. To be more specific he thinks that a mark gets known after the products that offers therefore except businesses have less chance to brand their business and even less chance to inform others about their existence. (Appendix 6). (Sellers, 2013) This part of the study had an important outcome for the design criteria of the project; the disposition of diverse shops in a bazaar should be planned according to possible effects which they might have on each other.

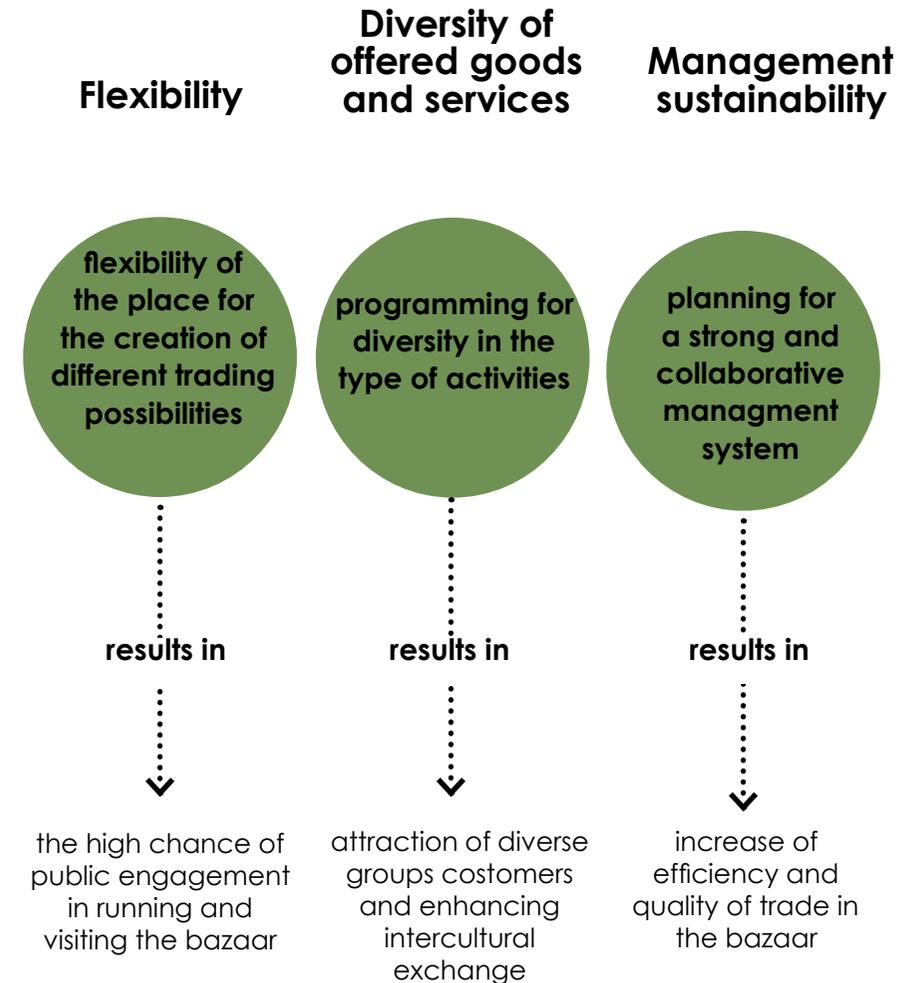


*Kville food market, Gothenburg, Sweden
Photo By: Shahrzad Askaripour Jazi*

Study questions-part 2

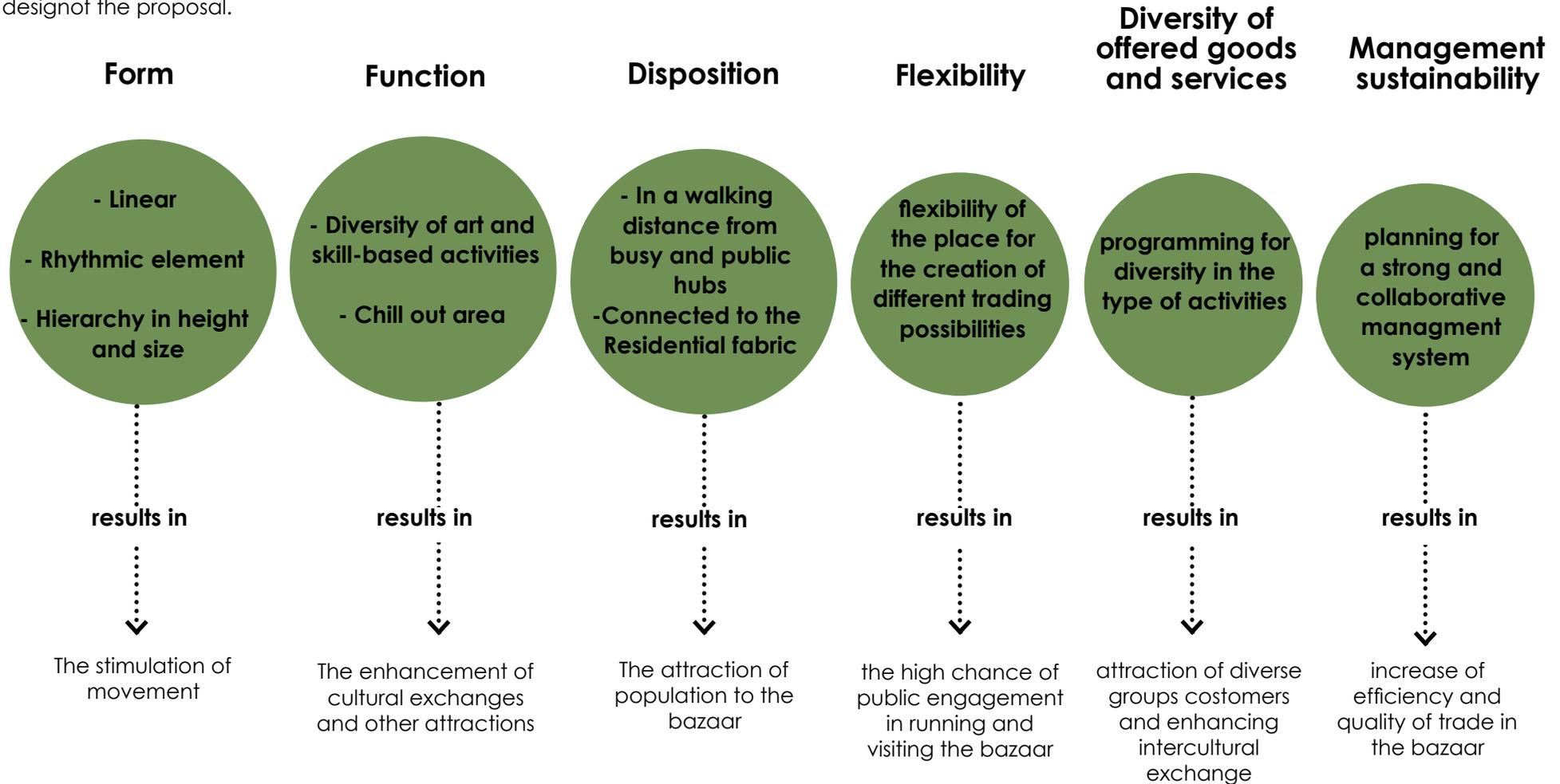
- What does the term bazaar mean in Swedish context? What is the picture that swedes have of a bazaar?
- What would guarantee the feasibility and functionality of a bazaar in a multicultural context?
- What would enhance public meeting and interactions between people of different cultural background in a bazaar?

Bazaar model- part 2 (design criteria)



Bazaar model of the study (design criteria)

The diagram below is the result of putting together the extracted design criteria from Persian bazaar study and the studied bazaar examples in Gothenburg. Later on, this model will be used as a guideline for the design of the proposal.



Chapter 3-Site analysis

- An introduction about Angered
- Existing activities and services
- Present trade target group
- Distribution of existing trade activities
- Existing business variety
- Distribution of existing public activities within the context
- Disconnection between east and west area
- Future development toward west

This chapter contains two major parts. The first part includes a general introduction about Angered centrum relevant to the scope of this study and the second part consists of a site analyses based on the disposition criteria of the bazaar's model.

An introduction about Angered

History and population diversity

Angered center is located in the northeast of Gothenburg, about 11 km from Gothenburg. This center is an important center in the northeast of the city. Angered center was extended in the late 70's in order to provide accommodation for the population who migrated from other countries to Sweden. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008) Thereby, many immigrants settled in Angered. This trend still continues today. The area is still accommodating many families with foreign backgrounds, therefore, the cultural diversity of Angered Centrum has been considered as a great opportunity and a strong basis for creating cultural attractions within this district by this study.

It is worth to also mention that since Angered Centrum was inaugurated, in 1978, the area had been largely unchanged until few years ago when the area has started with new phases of development.

Since then blending cultures from the community is growing strong and has foster creativity within the community, giving rise to vibrant associations in Angered centrum. The existing cultural activities in Angered includes sports, clay work, singing, dancing, painting, writing and more.

Angered has the potential to provide Gothenburg with access to rich and divers cultural skills in order to ease and facilitate expansion of an increasingly diverse world. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret ,februari 2008)



MEDBORGARSKAP OCH FÖDELSELAND 2012

	Född i Sv	Född i Utl	Totalt
Sv. Medb.	23 923	15 693	39 616
Utl. Medb.	1 044	8 514	9 558
Totalt	24 967	24 207	49 174

VANLIGASTE FÖDELSELÄNDERNA I GÖTEBORG 2012

	Antal	%	% i Gbg
Irak	4 601	9,4	2,2
Iran	1 305	2,7	2,2
Finland	1 326	2,7	1,3
Bosnien - Hercegovina	1 517	3,1	1,3
Jugoslavien	1 336	2,7	1,2
Polen	1 517	3,1	1,0
Somalia	1 729	3,5	1,0
Turkiet	566	1,2	0,8
Kina	394	0,8	0,5
Norge	233	0,5	0,5
Övriga länder	9 683	19,7	10,9
Totalt	24 207	49,2	23,1



Fig:Diversity of the population in entire district of Angred

Source of Fig: Göteborgsbladet 2013



MEDBORGARSKAP OCH FÖDELSELAND 2012

	Född i Sv	Född i Utl	Totalt
Sv. Medb.	1 963	1 354	3 317
Utl. Medb.	29	344	373
Totalt	1 992	1 698	3 690

VANLIGASTE FÖDELSELÄNDERNA I GÖTEBORG 2012

	Antal	%	% i Gbg
Irak	354	9,6	2,2
Iran	131	3,6	2,2
Finland	124	3,4	1,3
Bosnien - Hercegovina	74	2,0	1,3
Jugoslavien	83	2,2	1,2
Polen	69	1,9	1,0
Somalia	28	0,8	1,0
Turkiet	59	1,6	0,8
Kina	27	0,7	0,5
Norge	33	0,9	0,5
Övriga länder	716	19,4	10,9
Totalt	1 698	46,0	23,1

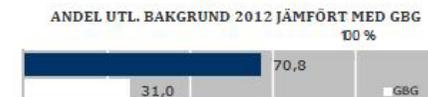


Fig:Diversity of the population in Angred Centrum

Existing activities and services within Angered

Angered centrum is the cultural and commercial center of the surrounding neighborhoods. It opened in 1978 after a long planning process and a comprehensive architectural competition. The Center consists of residential parts, a culture section, a training and sport section and the commercial zone with shops and offices. the map on the right shows the most popular public activities including a culture house called "Blå stället" (culture house), Angered secondary school , Angered sports hall, Wasaiternas club house, Angered shopping center and an ICA store. The slope towards the valley on the east part ends in a garden center called Lärjeåns Gardens where inhabitants can cultivate their food. There, a cafe with the same name is giving service and is functioning as a nice meeting point for environmental activities such as urban farmers, in the south and southwest of Angered center there is a large open parking lots as well as trams' and buses stops. In south west of the neighborhood also there is a relatively recently built Lidl Store.

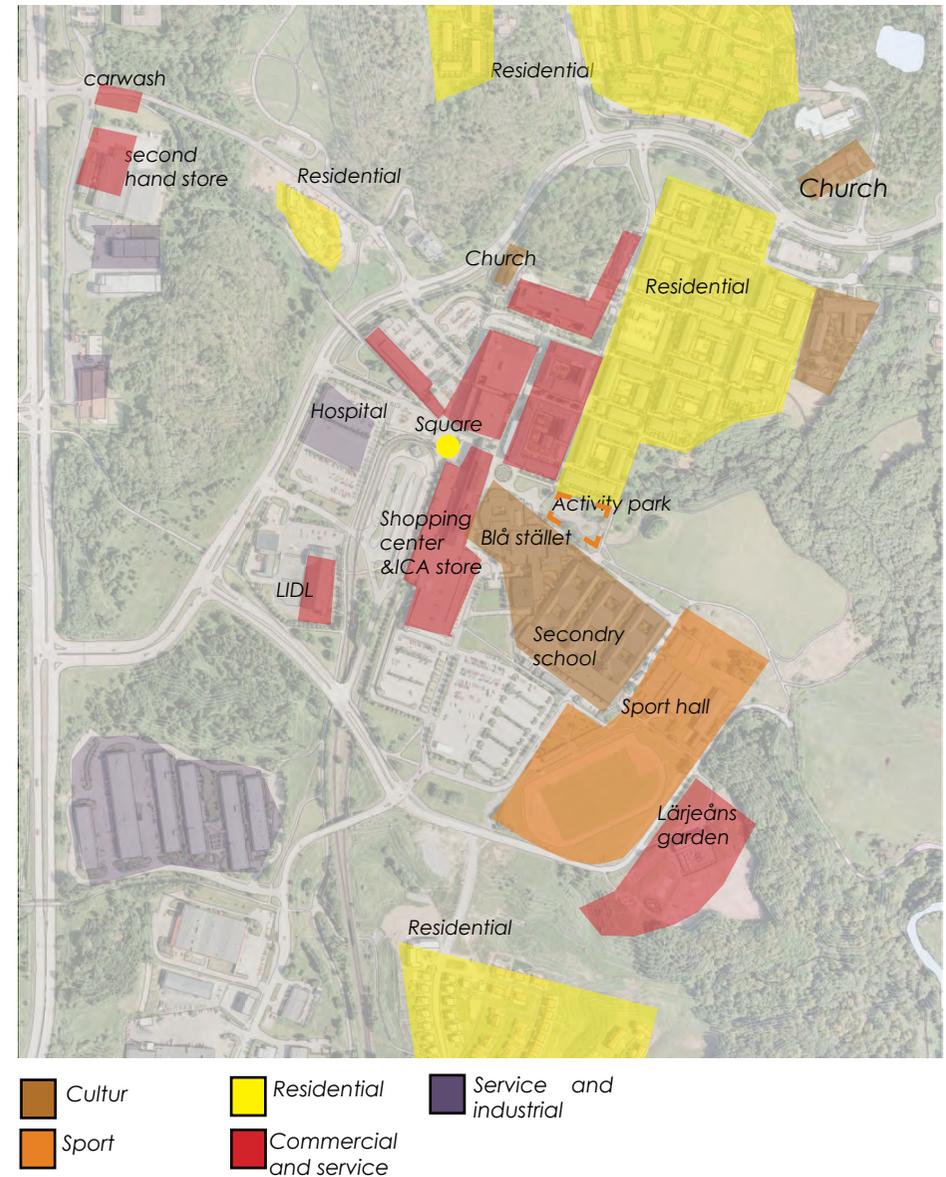


Fig: activity zoning map, The area marked by dash line is marking new activities under construction, Angered centrum, Gothenburg

By: Shahrzad Askaripour Jazi



Blå stället-Culture center, Angered, Sweden
Photo By: Shahrzad Askaripour Jazi



Healthcare center Angered, Sweden
Photo By: Shahrzad Askaripour Jazi



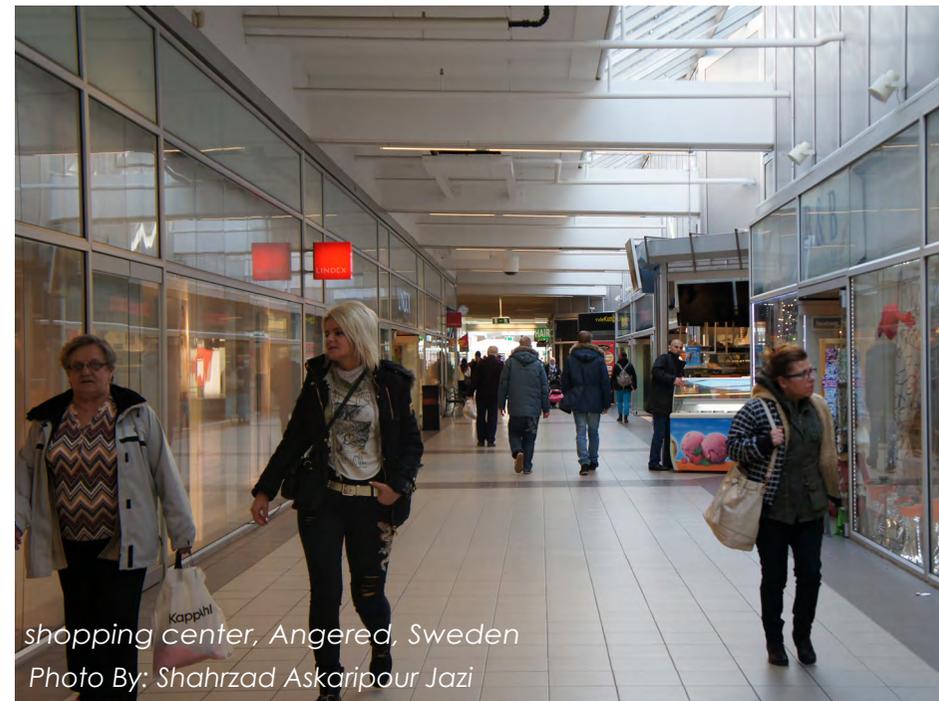
Angered Arena Angered, Sweden
Photo By: Shahrzad Askaripour Jazi



Lärjeåns Gardens Angered, Sweden
Photo By: Shahrzad Askaripour Jazi



*new hospital, Angered, Sweden
Photo By: Shahrzad Askaripour Jazi*



*shopping center, Angered, Sweden
Photo By: Shahrzad Askaripour Jazi*



*Main Square Angered, Sweden
Photo By: Shahrzad Askaripour Jazi*



*Highschool, Angered, Sweden
Photo By: Shahrzad Askaripour Jazi*

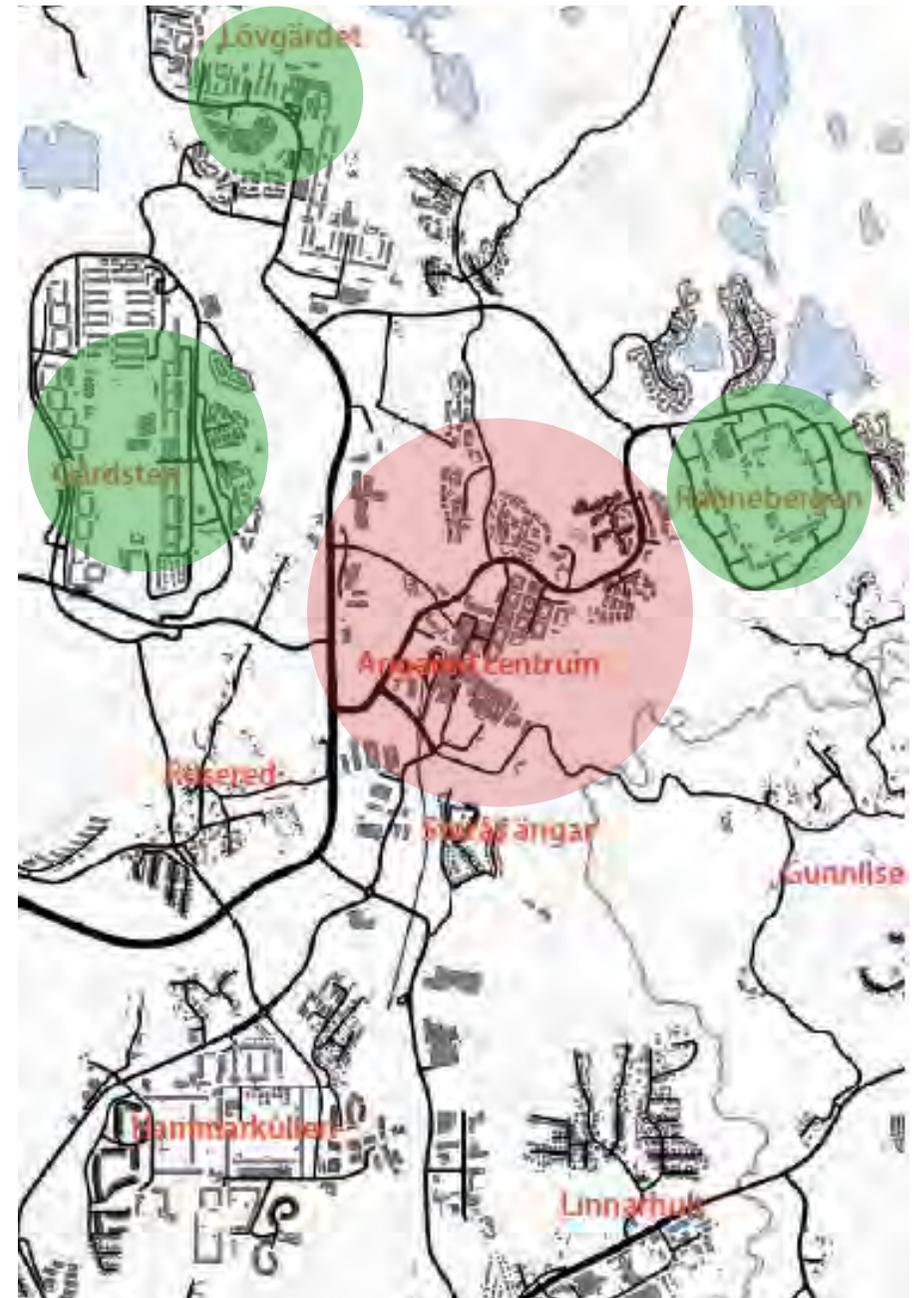
Present trade target group

Angered Centrum is surrounded by the large residential areas of Rannebergen, Lövgärdet, Gårdsten and the smaller single-family areas of Storås and Rosered. The target group for Angered centrum also plans to attract customers from Hammarkullen, Lärjedalen, Bersjön, Rödbo and Kortedala as well. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008) Angered center is now a strong hub for public transportation and is one of five strategic city nodes of Göteborg. The journey by tram from Angered to the center of Gothenburg is relatively rapid (about 20 minutes). Angered center acts as a hub with favorable exchange possibilities between bus and tram. Passengers come from Gårdsten, Lövgärdet and Rannebergen to Angered centre where they can change for future travel to the center of Gothenburg. The Center has good accessibility by both tram and bus stops, and offers approximately 1,400 parking spaces. The main road, Titteridammsvägen, starts from Angeredsleden, and reaches Angered center at Rannebergen. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008)



Tram stop, Angered, Sweden

Photo By: Shahrzad Askari pour Jazi



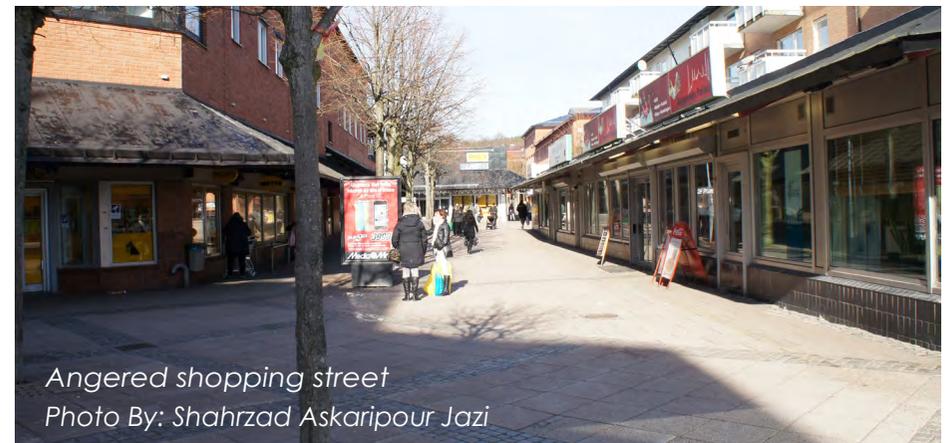
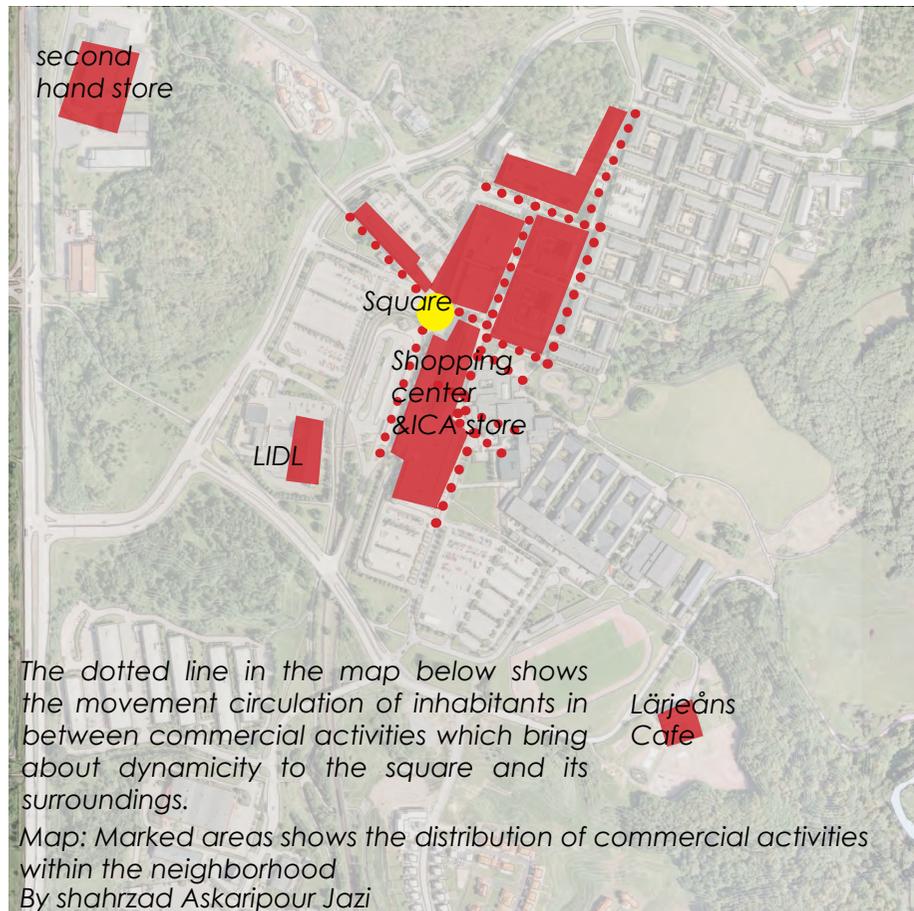
Map: Angered centrum in whole district of Angered

Source of Fig: (Program för Angered Centrum, Gothenburg: Stadsbyggnadskontoret, februari 2008)

Distribution of existing trade activities within Angered

In Angered center there are over 70 stores and services. The commercial part of the neighborhood is marked below on the map including outer boulevard, square, Pedestrian Street and the shopping center. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008)

In the design of Angered centrum there was a desire to make a closer urban space so that the architecture quality of the square stimulates attraction of the users to the square and provides more meeting opportunities for the residents. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008)





Angered square, Angered, Sweden
Photo By: Shahrzad Askaripour Jazi

The vibrant and lively atmosphere of the mall has extended to the outdoor spaces by emergence of business outside of the shopping center. In Angered centrum the number of workplaces are smaller than the number of residents. This should be considered in the future development of workplaces in the area. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, February 2008)

Existing business variety

The map in the right shows the existing type of shops in the center. This has been look into as a guide for choosing the type of activities for the bazaar proposal. As the map shows basic shopping needs of the neighborhood have been already created in Angered shopping center. Thereby the skill and service based activity that already exist in this map is not included in the suggested function program for the bazaar proposal by this study.

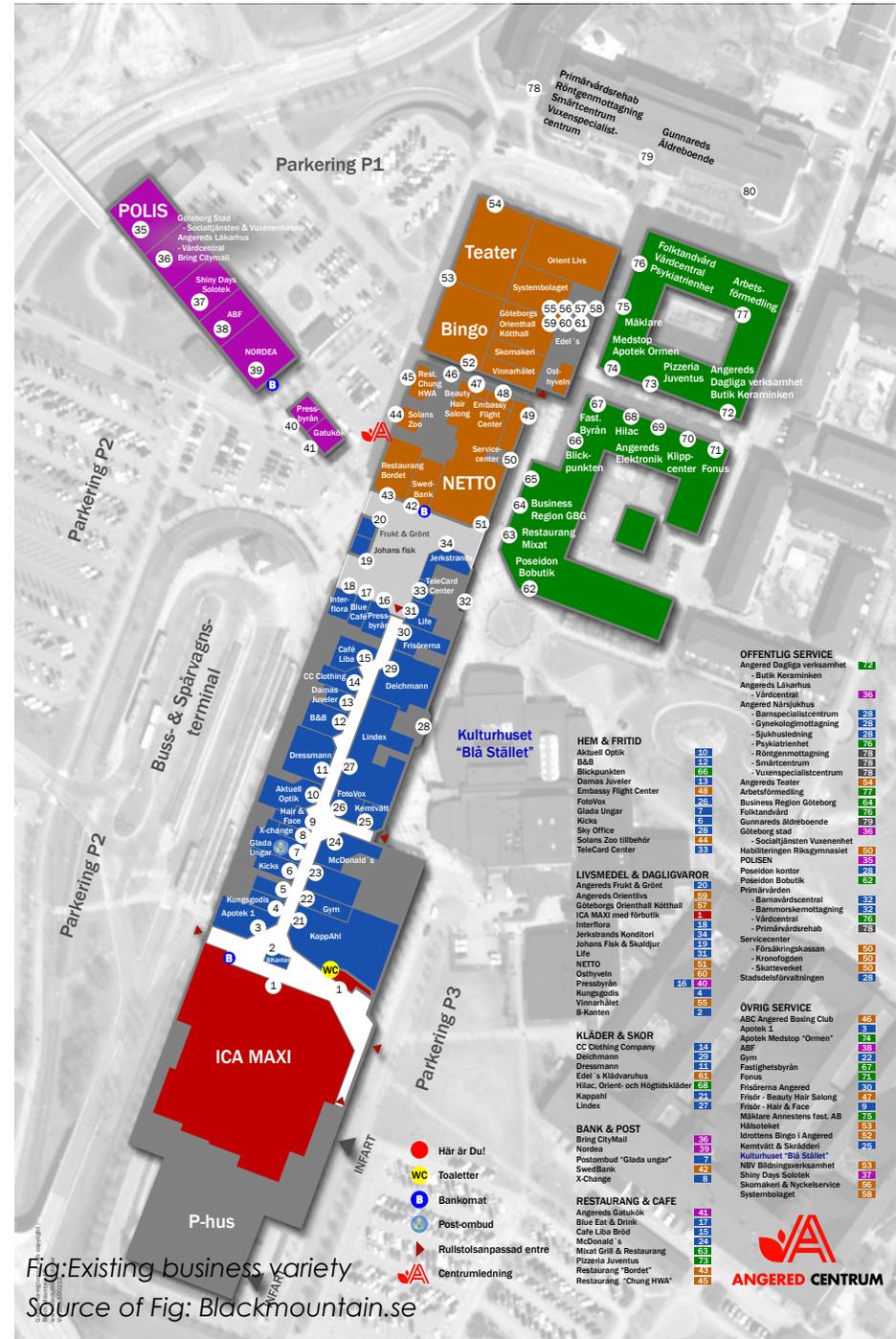
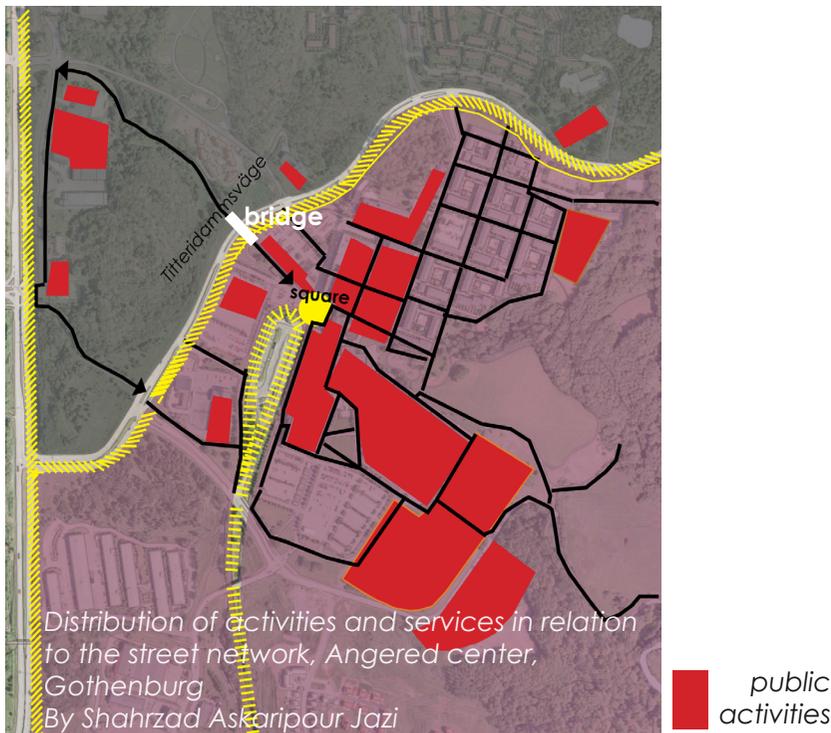


Fig: Existing business variety
Source of Fig: Blackmountain.se

Distribution of existing public activities within Angered centrum

Below, the map shows the densification of activities and services in relation to the neighborhood square. As the map indicates, the walking connection of activities and services in the east side of Titteridammsvägen to the neighborhood's main square is facilitated by an integrated network of streets while the connection of the square to the west side is just provided by a few passageways. Therefore the secondhand store and the newly established carwash in the west are left apart from the rest of the activities in the east. The Lidl supermarket also feels separated from the rest of the commercial activities as it is located behind the tram line.



Disconnection between east and west area

Taking a walk around the terminal reveals disconnection of the Western part from the east. This disconnection resulted from the expansion of Titteridammsvägen which is a fast moving traffic road, from the southwest to the northeast. However, the extension of the tram line in same direction has also intensified the problem. According to my interview with the development manager of Angered centrum municipality, Today mitigating the traffic hazard of this fast moving road for the Angered center's inhabitants for is an important debate for Angered centrum municipality. (Larme, W., 2013) (Appendix 7) Today the walking connection of the West side to the neighborhood square is provided by an overpass over Titteridammsvägen.





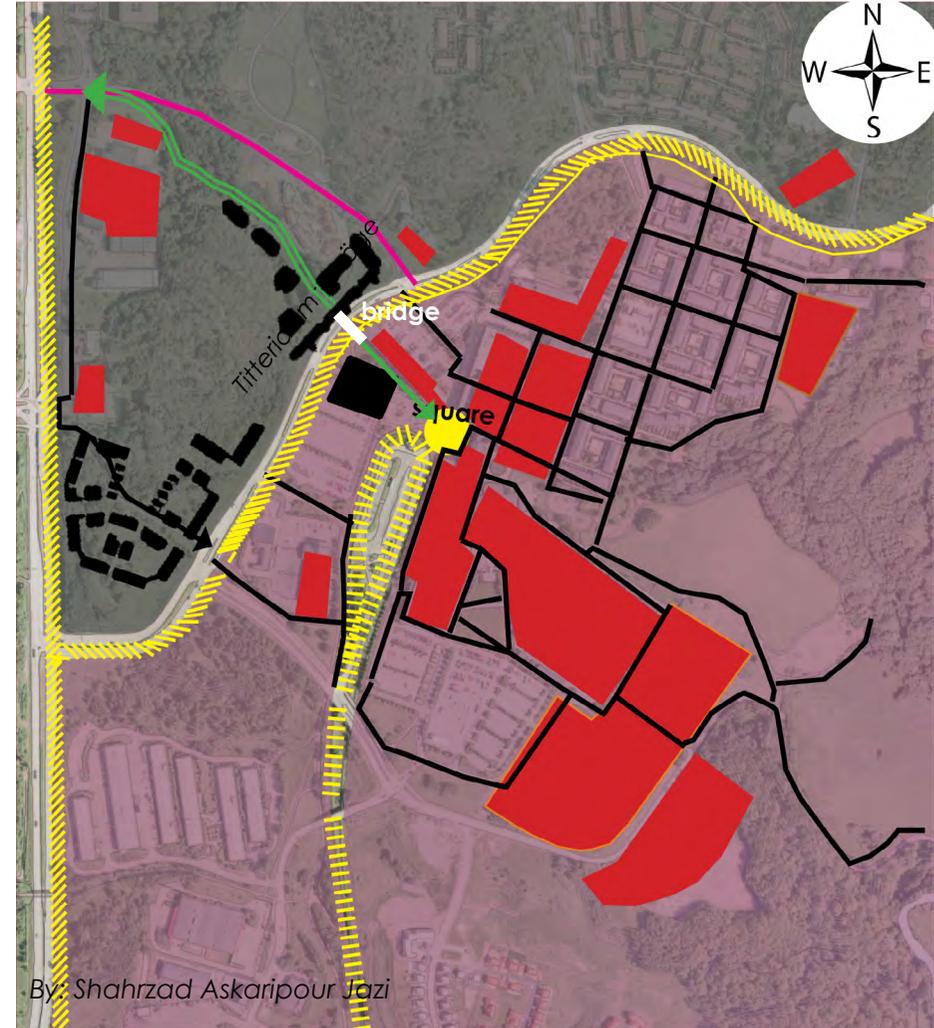
Photo By: Shahrzad Askaripour Jazi

The overpass that is connecting east to west, a view from the east side to the bridge which connects west side to the east Angered center, Gothenburg

Future Development towards west

Planned future development for Angered centrum proposed 250-400 new residential buildings on the east side of Titteridammsvägen. (Program för Angered Centrum, Göteborg: Stadsbyggnadskontoret, februari 2008) the highlighted area in black shows a part of the planned development for creating more residential block in the west.

The planned residential building in the highlighted area in black will normally attract a larger number of inhabitants and visitors to the walking path in green than before. This would be already a good step towards enhancing integration of East to West



By: Shahrzad Askaripour Jazi

Map : Highlighted areas in black displays the new residential area which has been planned for the future development of Angered Centrum. The green line also shows the passage way which connects the new residential area to the neighborhood square.

Chapter4-Design proposal

- Disposition of the proposal
- Drawing visitors' attention to the bazaar
- Form and Function
- Evolution of the design from concept to plan
- Bazaar plan
- Indoor spaces
- First impression of the bazaar
- Bazaar walkway
- Pause space- food hall
- Outdoor trade spaces
- Adaption of the design proposal to the future development
- Second & third floor
- Elevations
- Sections
- Conclusion
- Recommendation

Introduction

This chapter is the last chapter of this study, displaying step-by-step, the implementation of the bazaar model into the design proposal.

The holistic aim of the design process is to come up with a solution which is inspired by the bazaar model and contributes

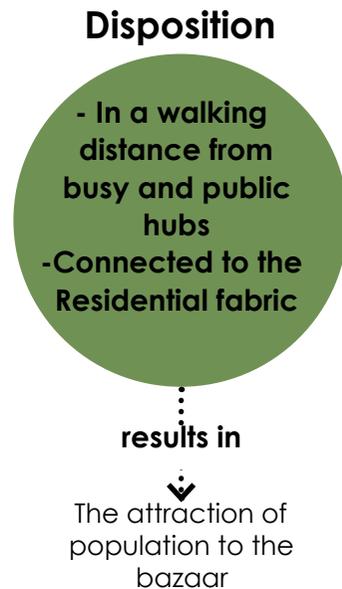
Disposition of Angered bazaar

in strengthening the quality of the future development plan for Angered centrum. Therefore, the structure of this chapter follows the criteria of the bazaar model.

According to the bazaar model, the location of Angered bazaar should be somewhere within a walking distance to the neighborhood's square, so that the bazaar connects a moderately busy area of the neighborhood to the main square. Considering the future development in the West side of Titteridamsvägen and the fact that in the highlighted area has been allocated to

build new residential blocks motivated me to choose this site for the bazaar because this choice not only fulfills the criteria of the bazaar model, but also adds more public activities to the West part of Angered Centrum enhancing the connection of the new residential area to the square.

The following maps and the photos shows the connection of the chosen site to the main neighborhood square.

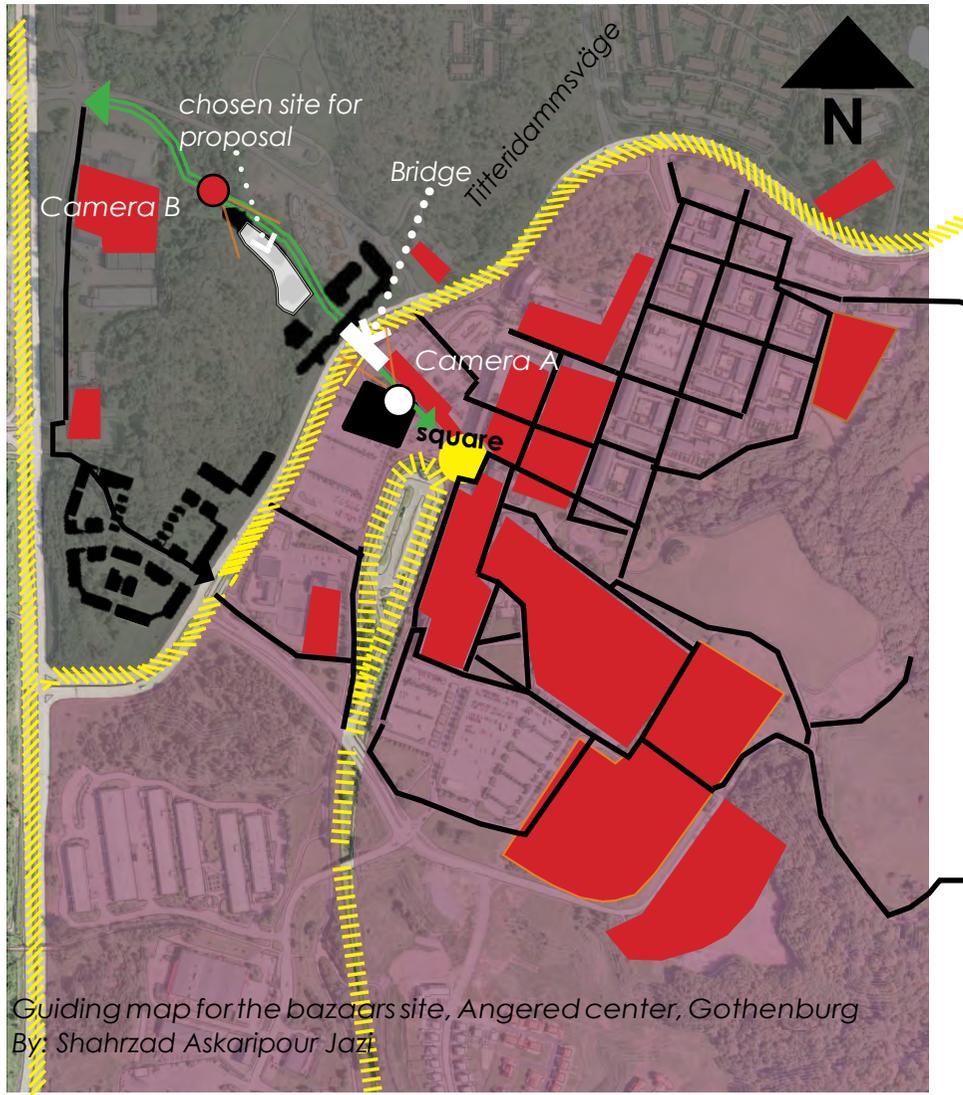


Criteria for disposition of a bazaar by this study, bazaar model-part

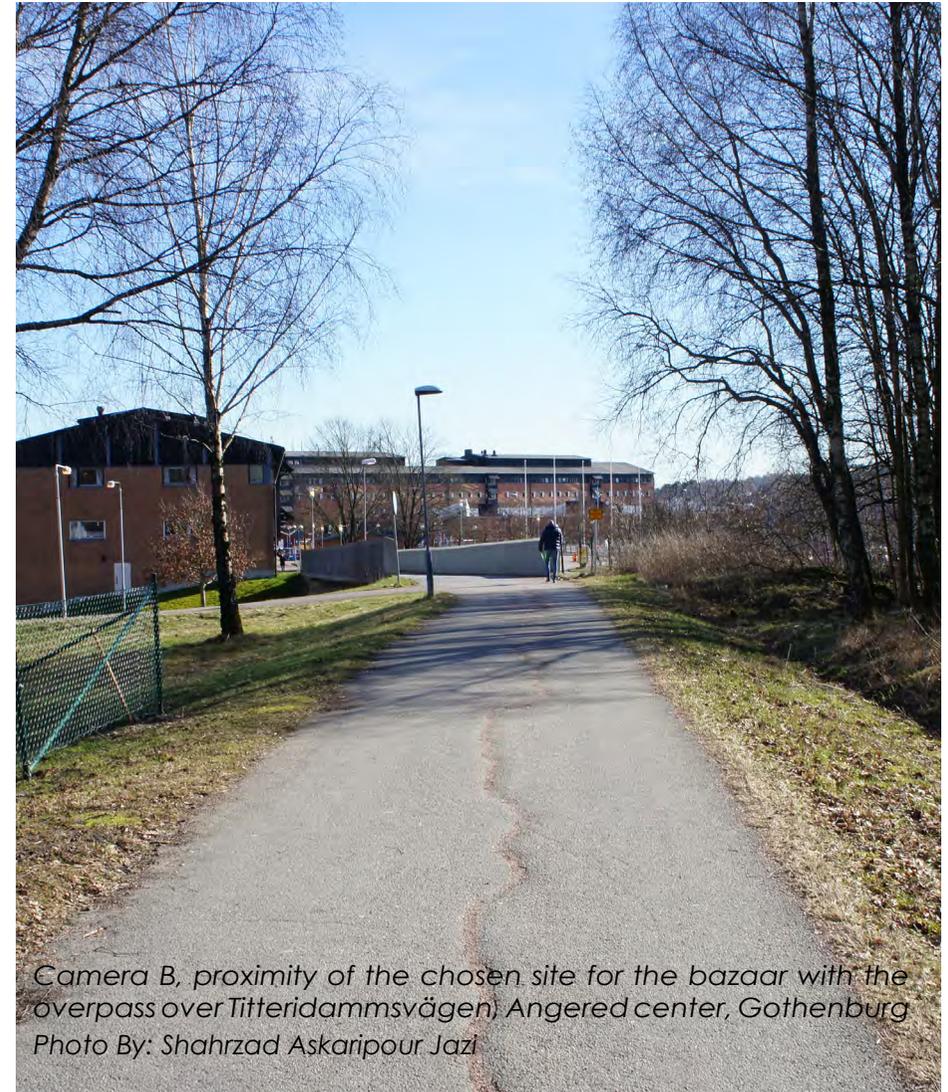
By: Shaharзад Askaripour Jazi



As it has been mentioned in previous chapter, today the walking connection of the West side to the neighborhood square is provided by below overpass over Titteridammsvägen. Choosing the highlighted area intended to expand circulation of movement to the path in green by adding one more commercial activity in the west side of Titteridammsvägen.



Below photo show the proximity and connection of the site to the square. The location of the camera has been marked on the map on the left.

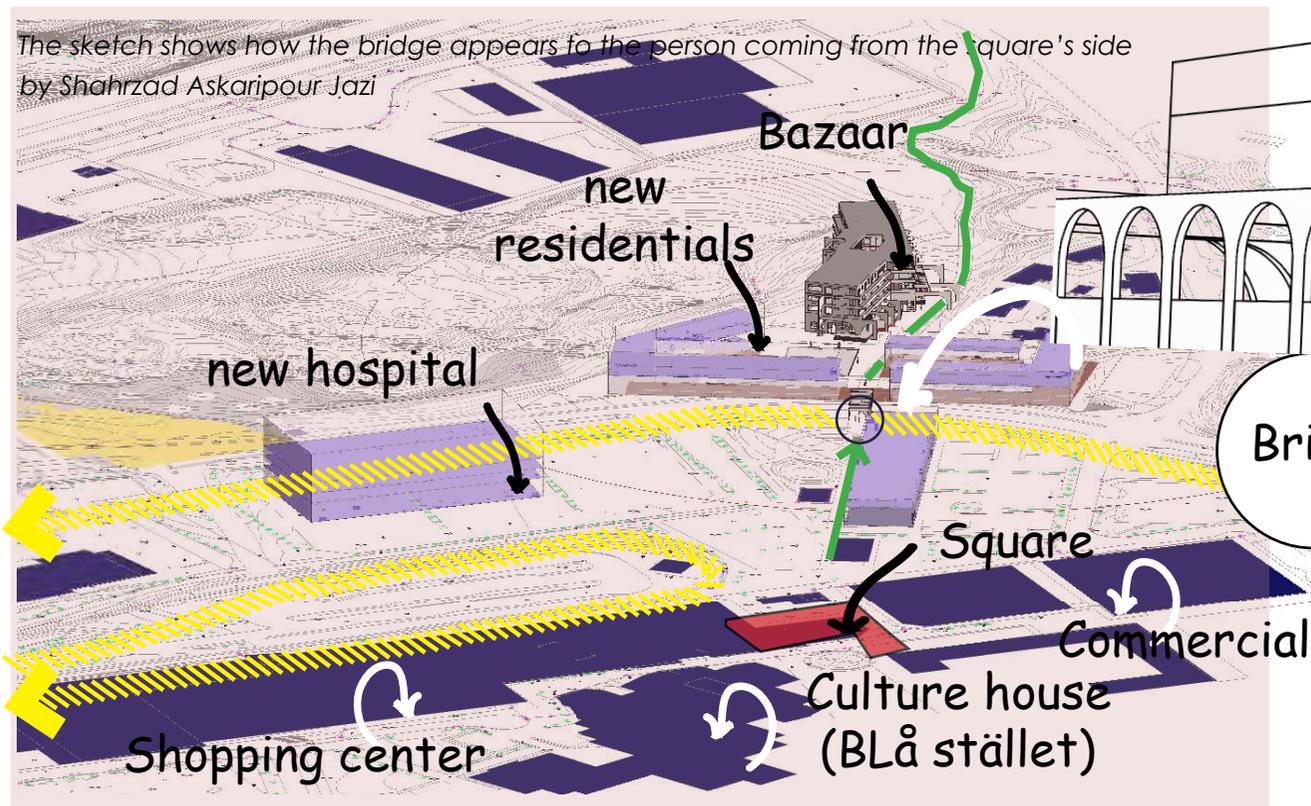


Drawing visitors' attention to the site

According to Kevin Lynch's theory, "users understand their surroundings in consistent and predictable ways, forming mental maps with five elements:

- Paths- the streets, sidewalks, trails, and other channels in which people travel
- Edges- perceived boundaries such as walls, buildings, and shoreline
- Districts- relatively large sections of the city distinguished by some identity or character
- Nodes- focal points, intersections or loci
- Landmarks- readily identifiable objects which serve as external reference points." (Lynch, 1960);

Therefore, some modifications have been designed for the bazaar's surroundings in order to orient the users to the bazaar and to uplift the sense of place for them; First, the bridge has been redesigned in a way that reflects the character of a bazaar in



its aesthetic so it also becomes a land mark within the site. This can also address the issue of disconnection of West to the East by motivating the inhabitants to choose walking over the bridge to access the Western part of the neighborhood rather than using a car.

The source of inspiration in this regard are numbers of historical bridges over Zayandehrood River in the city of Esfahan in Iran which connect the North part of the city to the East.

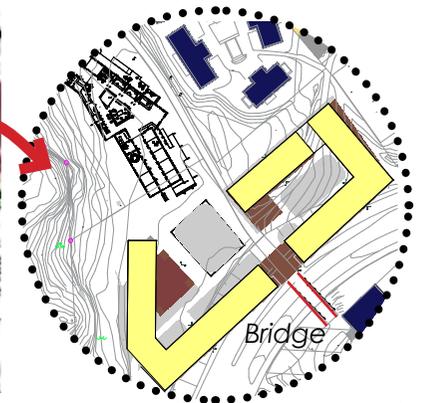
Second, in order to make a more welcoming entrance in front of the bazaar a modification (the map in the right, highlighted in yellow) proposal has been suggested by this thesis for the arrangement of the residential block proposed for the future development of this area.

This new proposal has been assumed to not only give a better view to the bazaar for the users who emerge to the site from the bridge but also it gives a more square-like quality to the square that is encompassed by residential blocks.

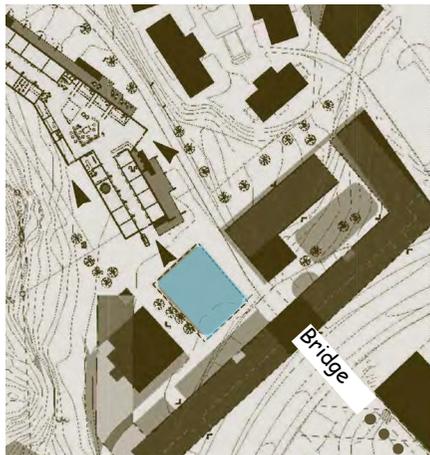


Map: new residential area planned for the future development of Angered Centrum.

Source: Detaljplan för Bostäder vid Titteridammsvågen, Angered Illustrationsritning - Föreslagen bebyggelse Antagandehandling, december 2013



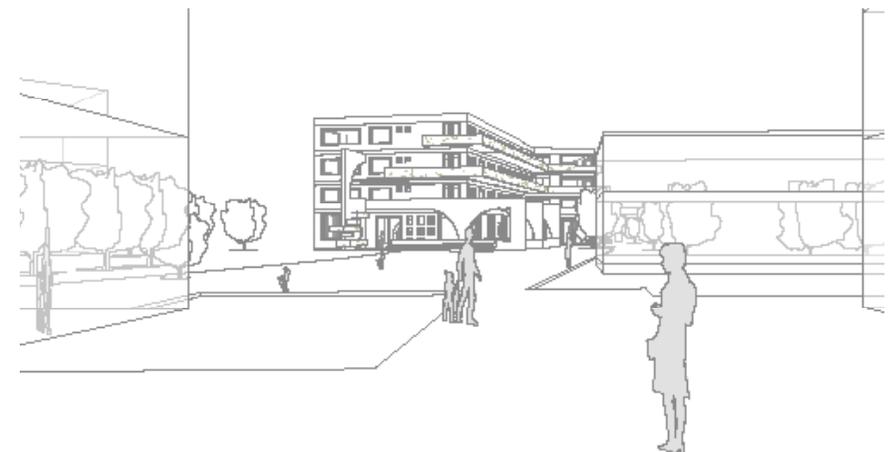
Map: modification proposal for arrangement of the new residential area planned for the future development of Angered Centrum



Intended improved connection of the bazaar to the square

Square

By: Shahrzad Askaripour Jazi



Modification proposal for the entrance of new residential area planned for the future development of Angered Centrum, Angered center, Gothenburg

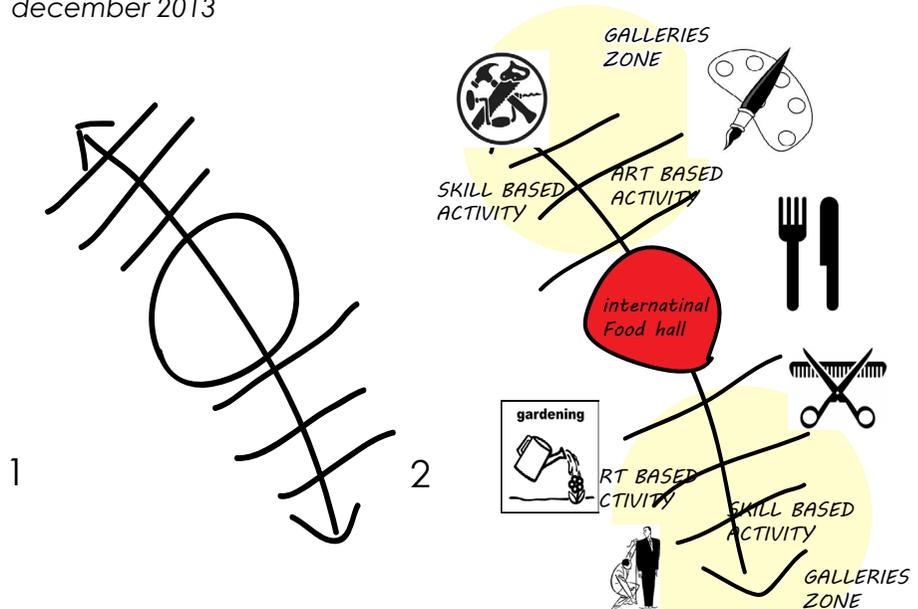
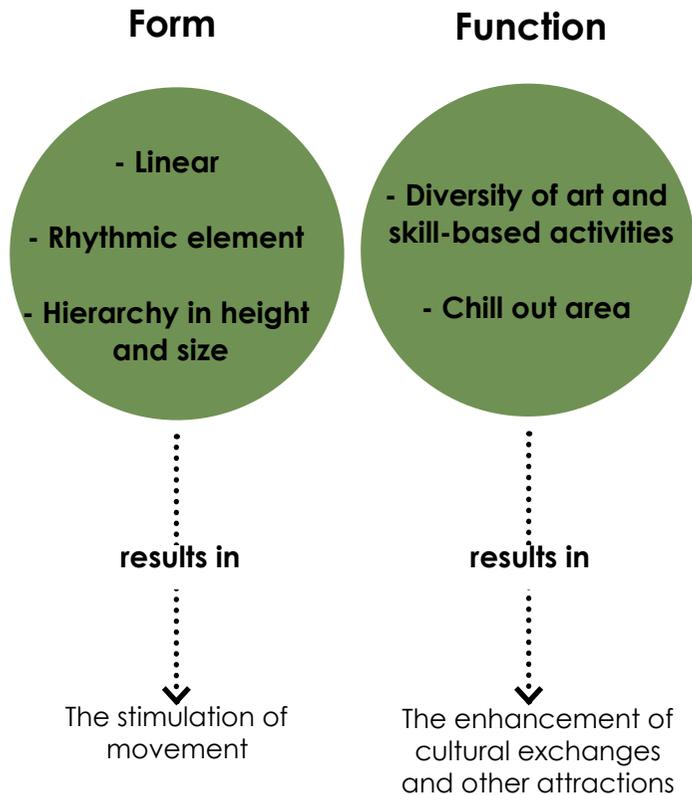
By: Shahrzad Askaripour Jazi

Form and Function

According to the bazaar model, a bazaar needs to be treated as a passageway. Therefore, the first sketches of the bazaar follows the path of the passageway where the bazaar is planned to extend along. Following the criteria related to the type of spaces in a bazaar, a walkway and a pause spot has been designed for the bazaar. This resulted in the development of the concept as seen below. Then the sketch evolved to the zoning level. Zoning sketch suggests a big space as a pause spot for the bazaar in the middle as well as two curved lines that follows the walkways along with the bazaar has been extended. The evolution of the design can be followed by following the numbers of the figures below.



Source of Figs: Detaljplan för Bostäder vid Titteridammsvägen, Angered Illustrationsritning - Föreslagen bebyggelse Antagandehandling, december 2013



Source of Figs: Detaljplan för Bostäder vid Titteridammsvägen, Angered Illustrationsritning - Föreslagen bebyggelse Antagandehandling, december 2013

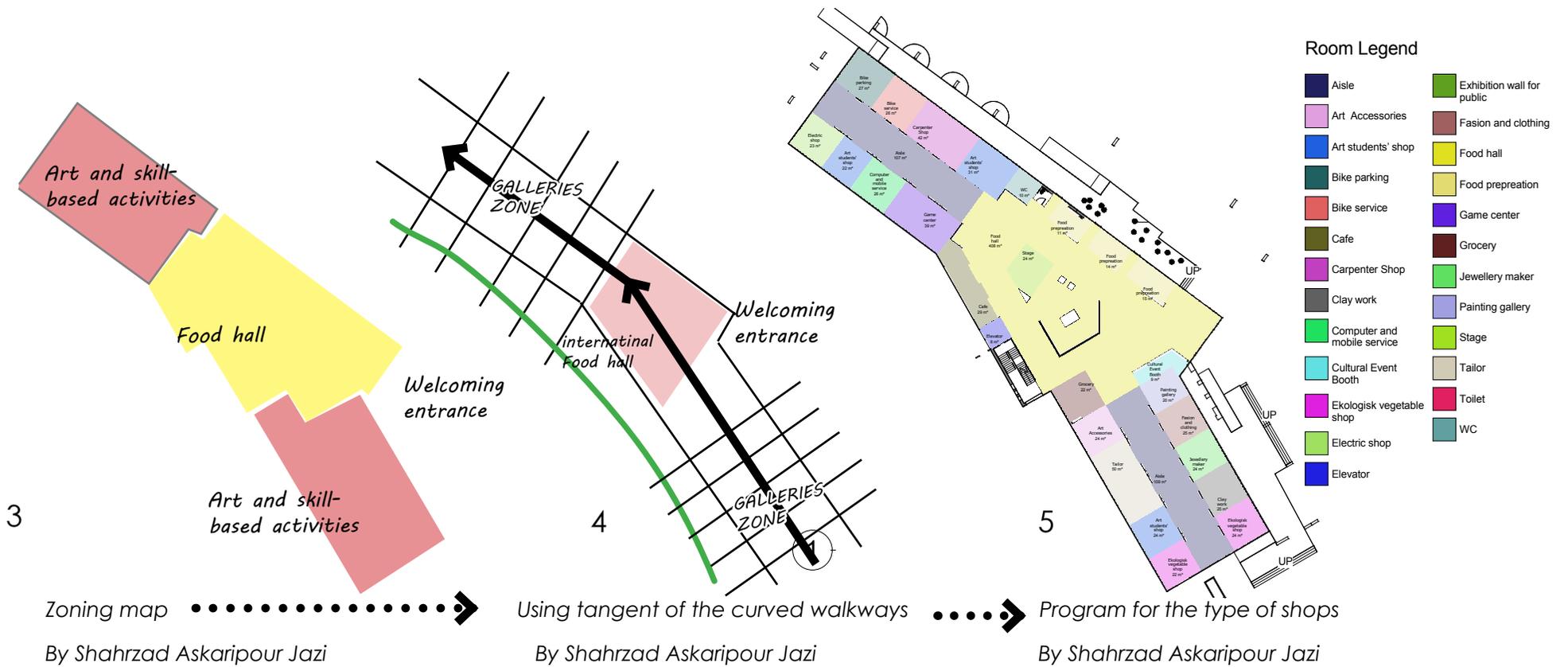
Evolution of the design from concept to the plan

Prioritizing creation of a welcoming entrance as well as a gathering area resulted in the plan shown below. As it has been shown in the studying of Persian bazaars, the big pause space normally is located in the intersections of bazaars' walk ways. This inspired me to use two tangent of the curved passageways for designing the bazaars walkways. The desired pause space also formed from the intersection of these two lines.

Next step was planning for the type of activities and services within the bazaar. The aim for this part of the proposal is to create opportunities of cultural exchange between different nationalities,

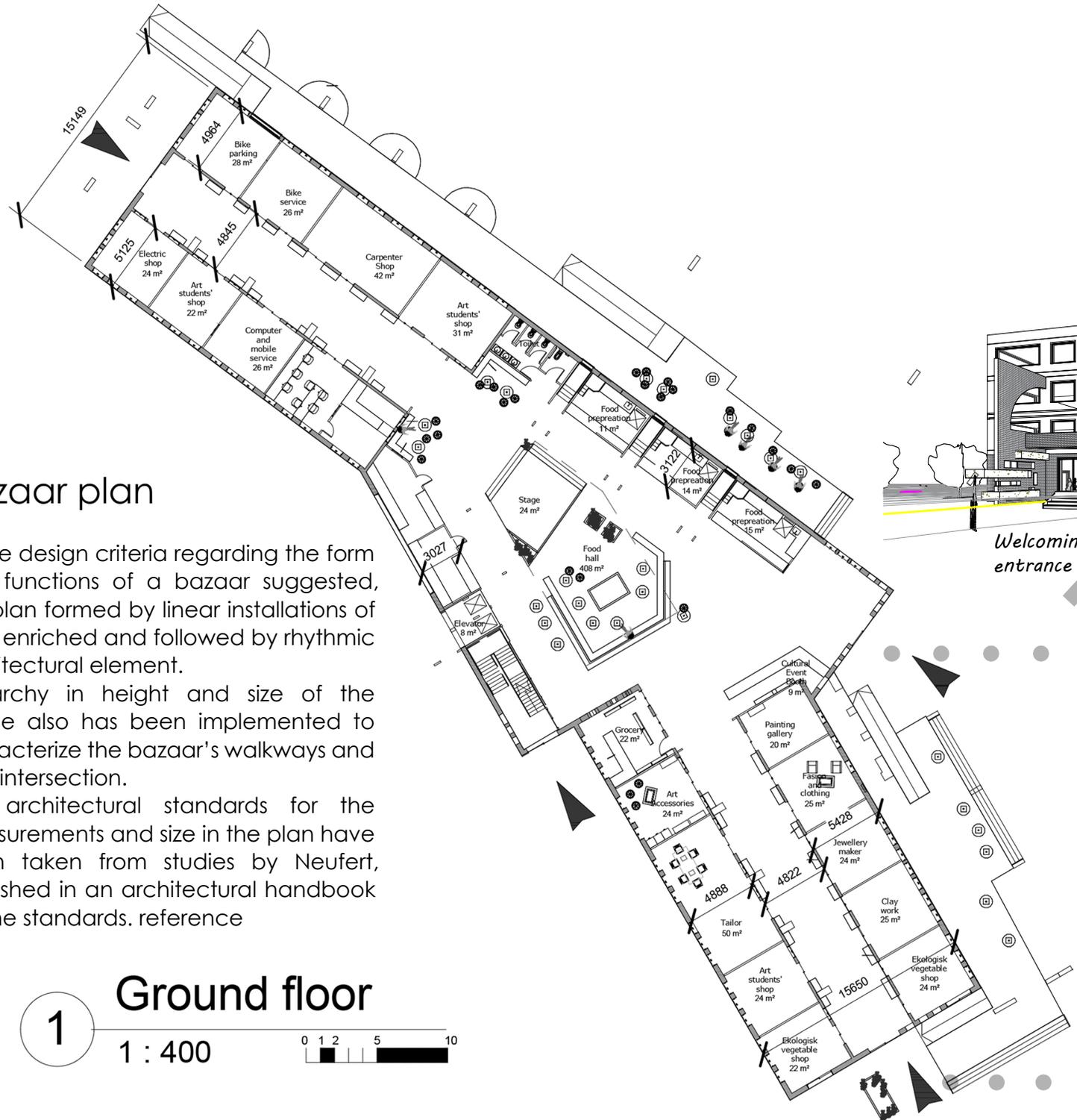
ages and competence levels. The type of activities has been chosen within the cultural products because as mentioned the initial aim of this thesis is to make Angered centrum bazaar as one of the cultural attraction of Gothenburg.

Designing a food hall in the intersections of the bazaar walkways and conducting a survey(appendix) among group of Swedish students about their favorite and desired cultural activities for a bazaar have been done to fulfill Swedish expectation for a bazaar. The aim of such intention is to increase the meeting opportunities between Swedish people and immigrants and to build a foundation for cultural exchanges.



Bazaar plan

As the design criteria regarding the form and functions of a bazaar suggested, the plan formed by linear installations of stalls enriched and followed by rhythmic architectural element. Hierarchy in height and size of the space also has been implemented to characterize the bazaar's walkways and their intersection. The architectural standards for the measurements and size in the plan have been taken from studies by Neufert, published in an architectural handbook for the standards. reference



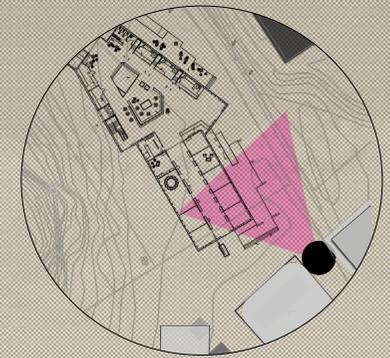
Welcoming entrance

Welcoming entrance

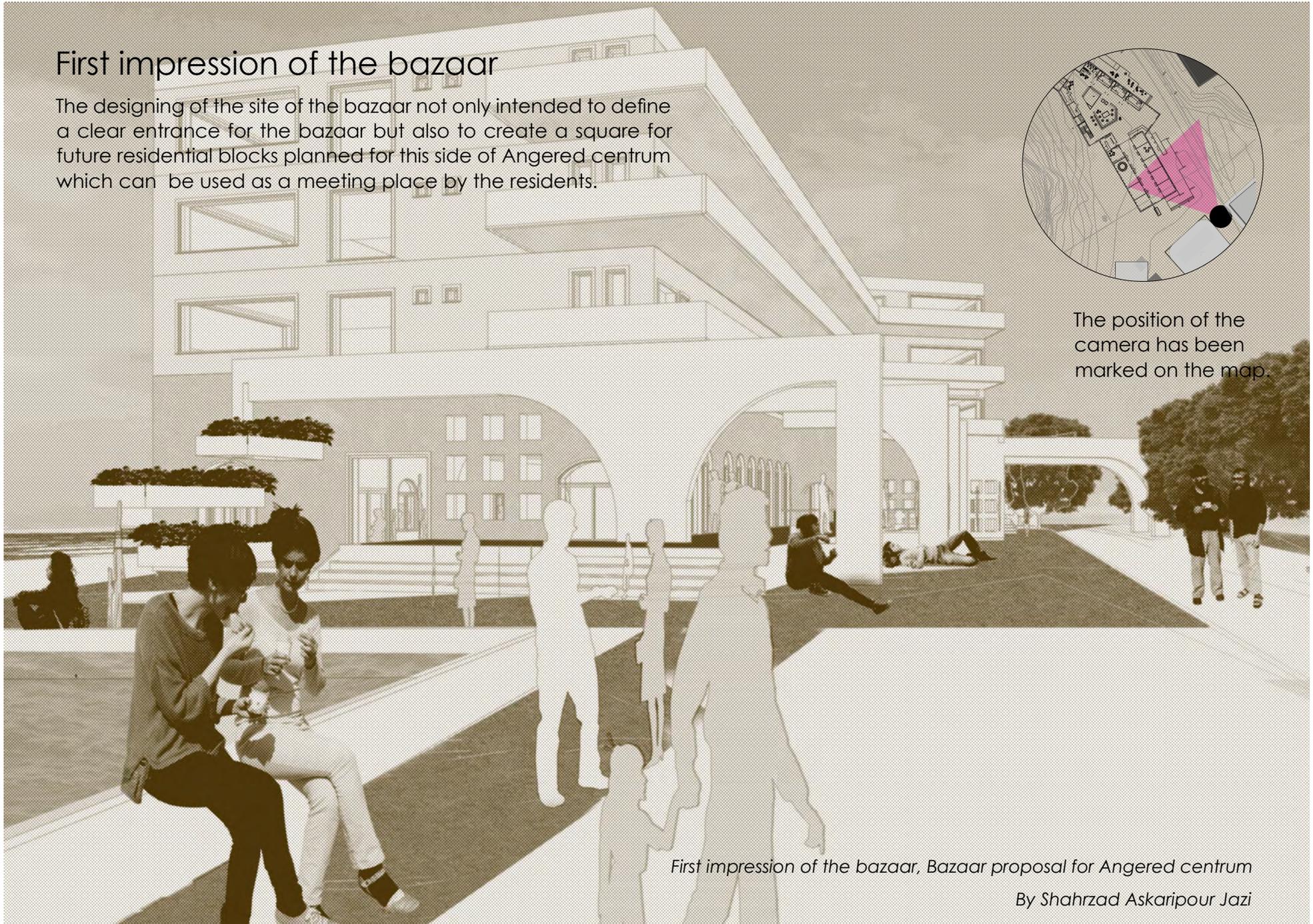
By Shahrzad Askaripour Jazi

First impression of the bazaar

The designing of the site of the bazaar not only intended to define a clear entrance for the bazaar but also to create a square for future residential blocks planned for this side of Angered centrum which can be used as a meeting place by the residents.



The position of the camera has been marked on the map.



First impression of the bazaar, Bazaar proposal for Angered centrum

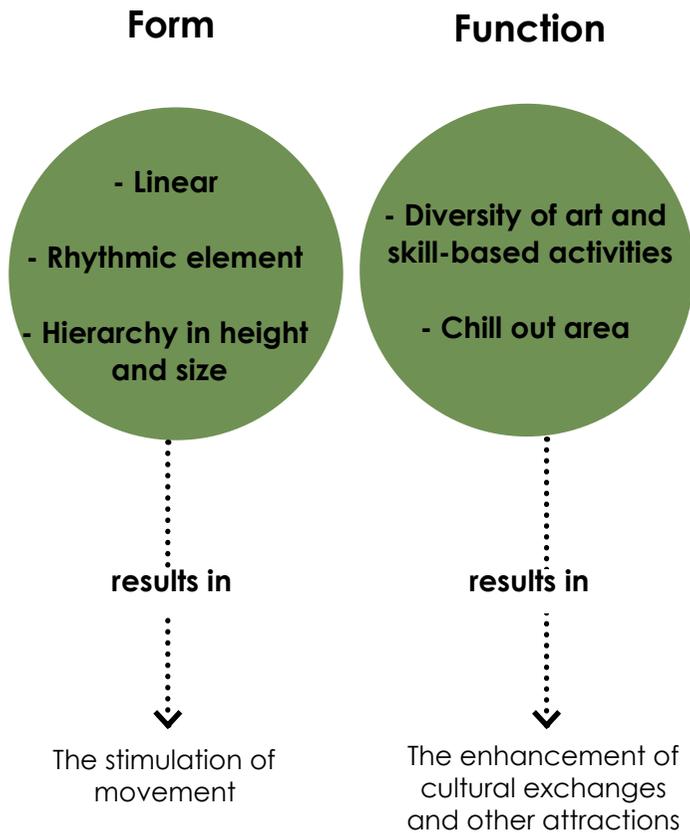
By Shahrzad Askaripour Jazi

Indoor spaces

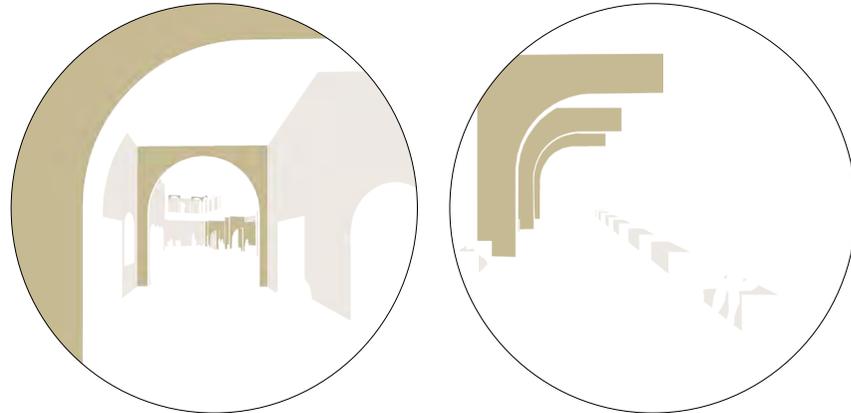
As it is shown in the program map, the indoor spaces contain two linear branches of bazaar which extend to a bigger space in the middle.

Bazaar walkways

In designing of the bazaar walkways the intention is to make space for exhibiting the products along the walkways to catch the attentions of the users and make them observe the products even they don't not buy anything. Here, below criteria of the bazaar model have been tried to be implemented.



Reflection of the design criteria on the design



source of inspiration



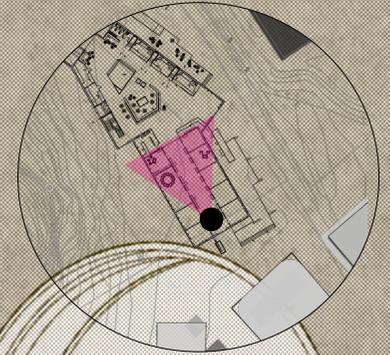
Global bazaar of Naghsh-e-Jahan, Esfahan, Iran, 2014
By Shahrzad Askaripour



Source: IPAAT <http://www.panoramio.com/>

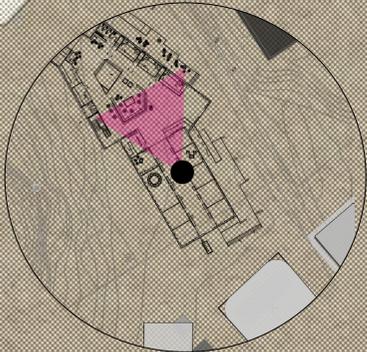
Bazaar walkway

This is a view from inside of the bazaar branches. Here, the repetition of arches, benches, the form of windows and a rhythmic emergence of natural and artificial lighting along the walkway intended to make an enjoyable walk along the bazaar for the users.



*Bazaar's walk, Bazaar proposal for Angered centrum
By Shahrzad Askaripour Jazi*

Bazaar walkway



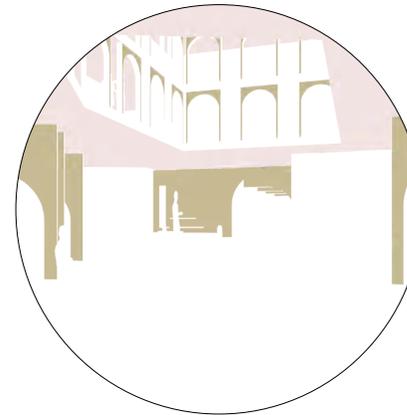
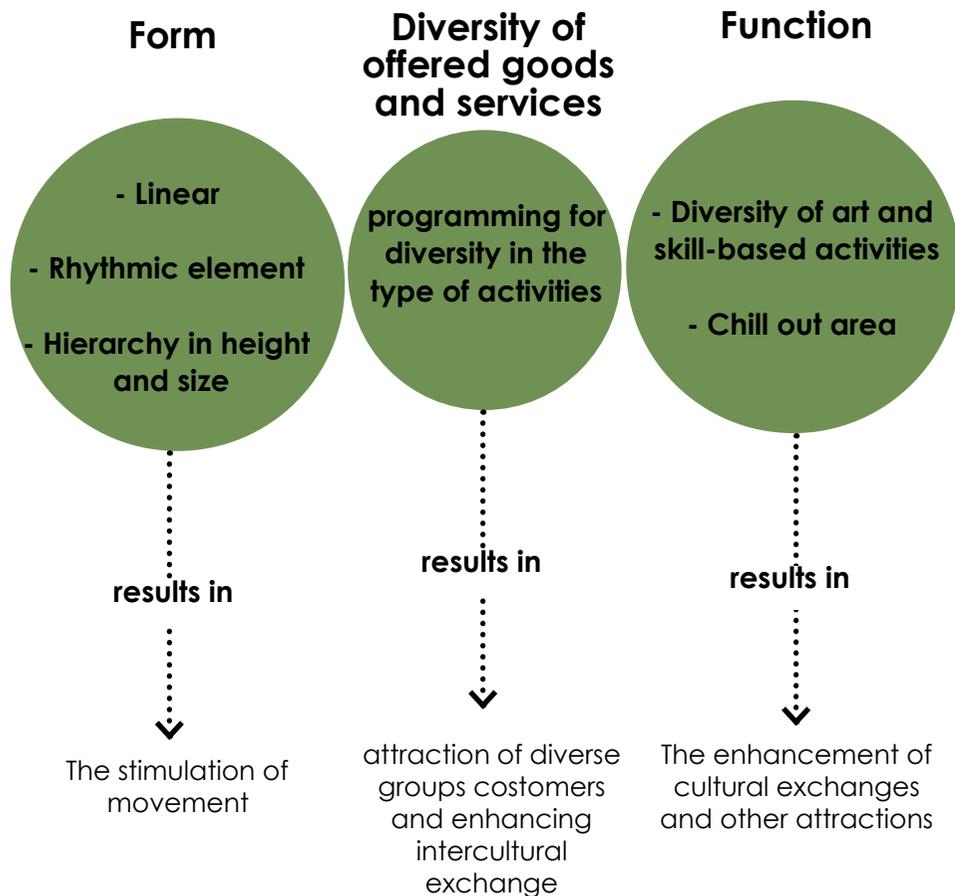
Bazaar's walk, Bazaar proposal for Angered centrum
By Shahrzad Askaripour Jazi

Pause space- food hall

The thought behind the formation of the food hall was to combine the quality of intersections of the bazaars' walk ways in the Persian bazaar and the dynamic qualities of food hall in Swedish context together. The food area does not only have a food offering function but it is the spot for promoting and exhibiting cultural events and cultural products. In this way this part of the building by

itself would become an attraction for visitors where international food is served in a dynamic and artistic atmosphere.

Reflection of the design criteria on the design



source of inspiration



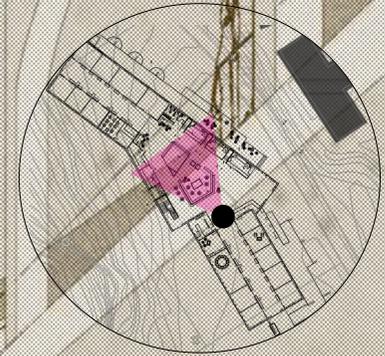
Kville saluhall, Gothenburg, Sweden
By Shahrzad Askaripour Jazi



Grand bazaar of Arak, Iran
Source: Omid Jafarizadeh

Food hall

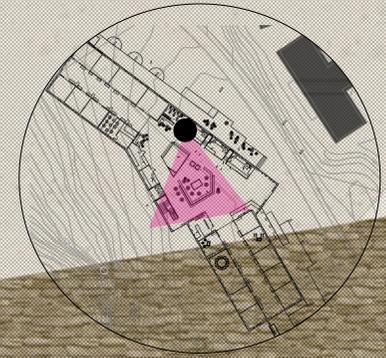
A wide void in the center of the food hall provide this area with desired high ceiling height for pause spot of a bazaar, brings in enough light into the indoor spaces , and creates vertical communication between different levels of the building. A dining area as well as a stage have been designed for the area under the void where the customers can enjoy their food and a live performance at the same time.



By Shahrzad Askaripour Jazi

Food hall

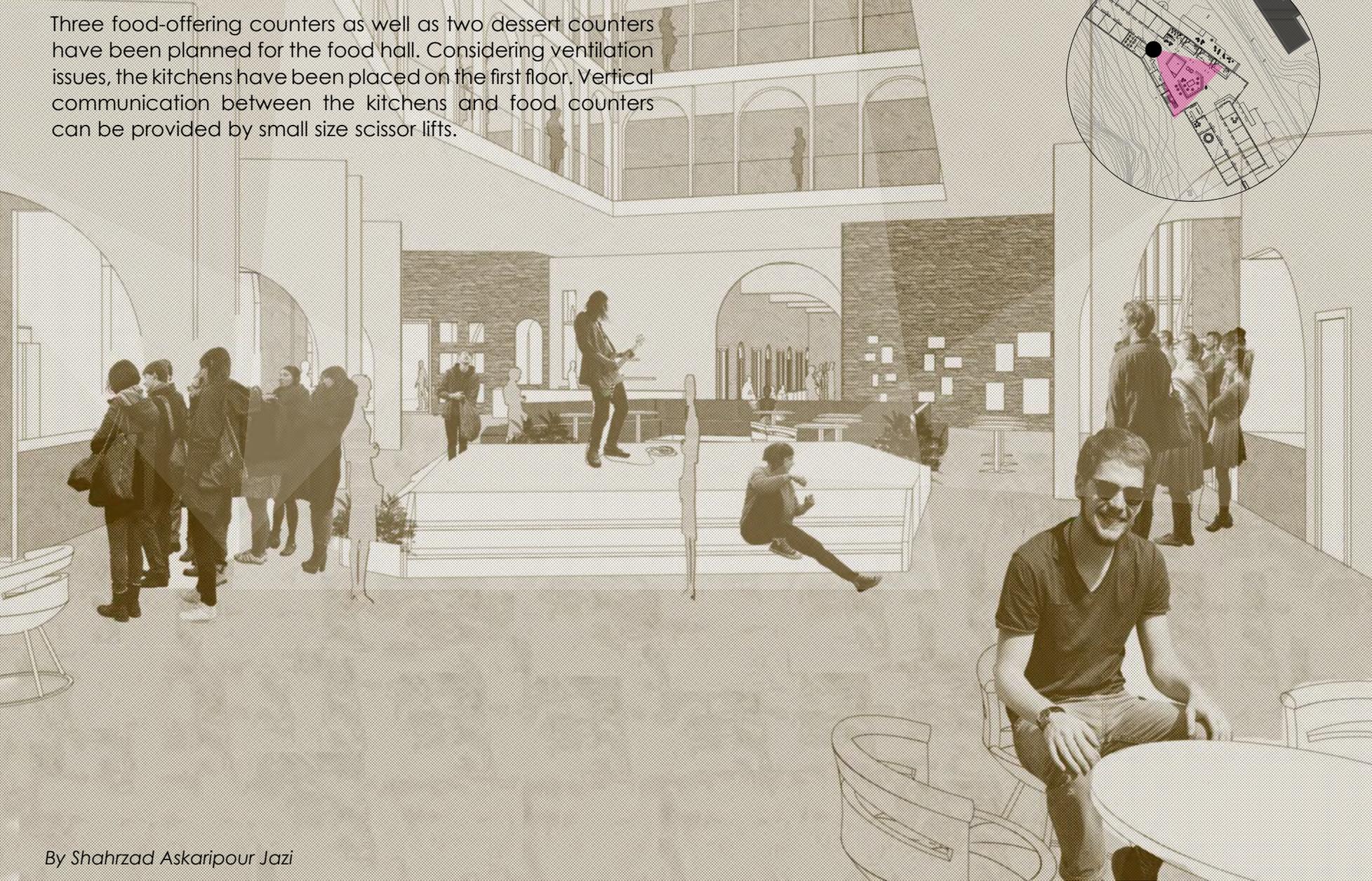
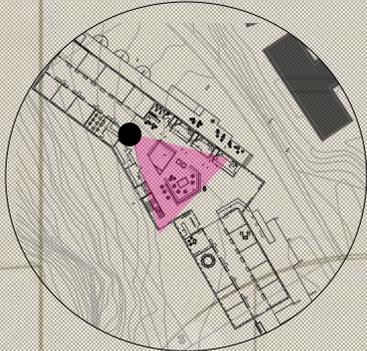
The food hall contains a cultural booth counter where different nationalities can present their national events. An exhibition wall has been designed in this part of the building where public can book it to exhibit their art work. These two sections of the food hall are intended to create opportunities of public engagement and cultural exchanges. Changing nature of the exhibition wall and culture booth also gives a changing quality to the food hall as the aesthetic and cultural qualities change by change of the exhibited contents



By Shahrzad Askaripour Jazi

Food hall

Three food-offering counters as well as two dessert counters have been planned for the food hall. Considering ventilation issues, the kitchens have been placed on the first floor. Vertical communication between the kitchens and food counters can be provided by small size scissor lifts.



By Shahrzad Askaripour Jazi

Outdoor trade spaces

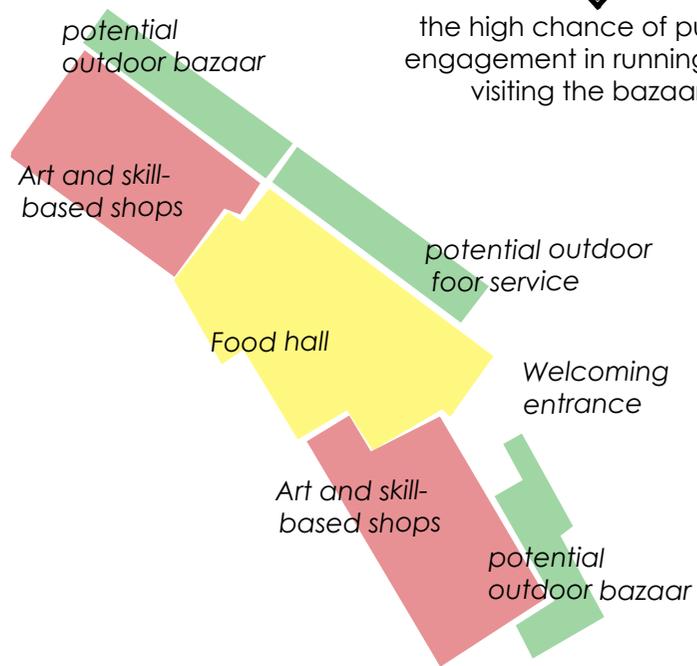
Planning for creating potential spaces of trade resulted in designing the exterior spaces in a way that enables the public to set up temporary or periodic outdoor bazaars. This part of the bazaar can provide opportunities of trade for people from every economic level.

Flexibility

flexibility of the place for the creation of different trading possibilities

⋮
results in

↓
the high chance of public engagement in running and visiting the bazaar



Zonning plan, ground floor

Reflection of the design criteria on the design



source of inspiration



global bazaar of Kerman, Kerman, Iran

<http://img512.imageshack.us>

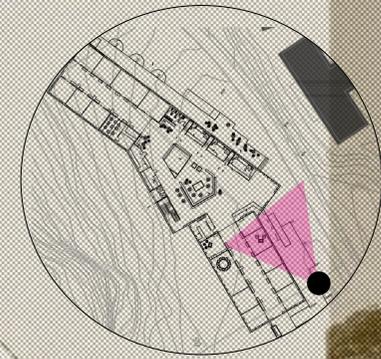


Kviberg bazaar, Gothenburg, Sweden

By Shahrzad Askaripour Jazi

Outdoor potential bazaar- Platform

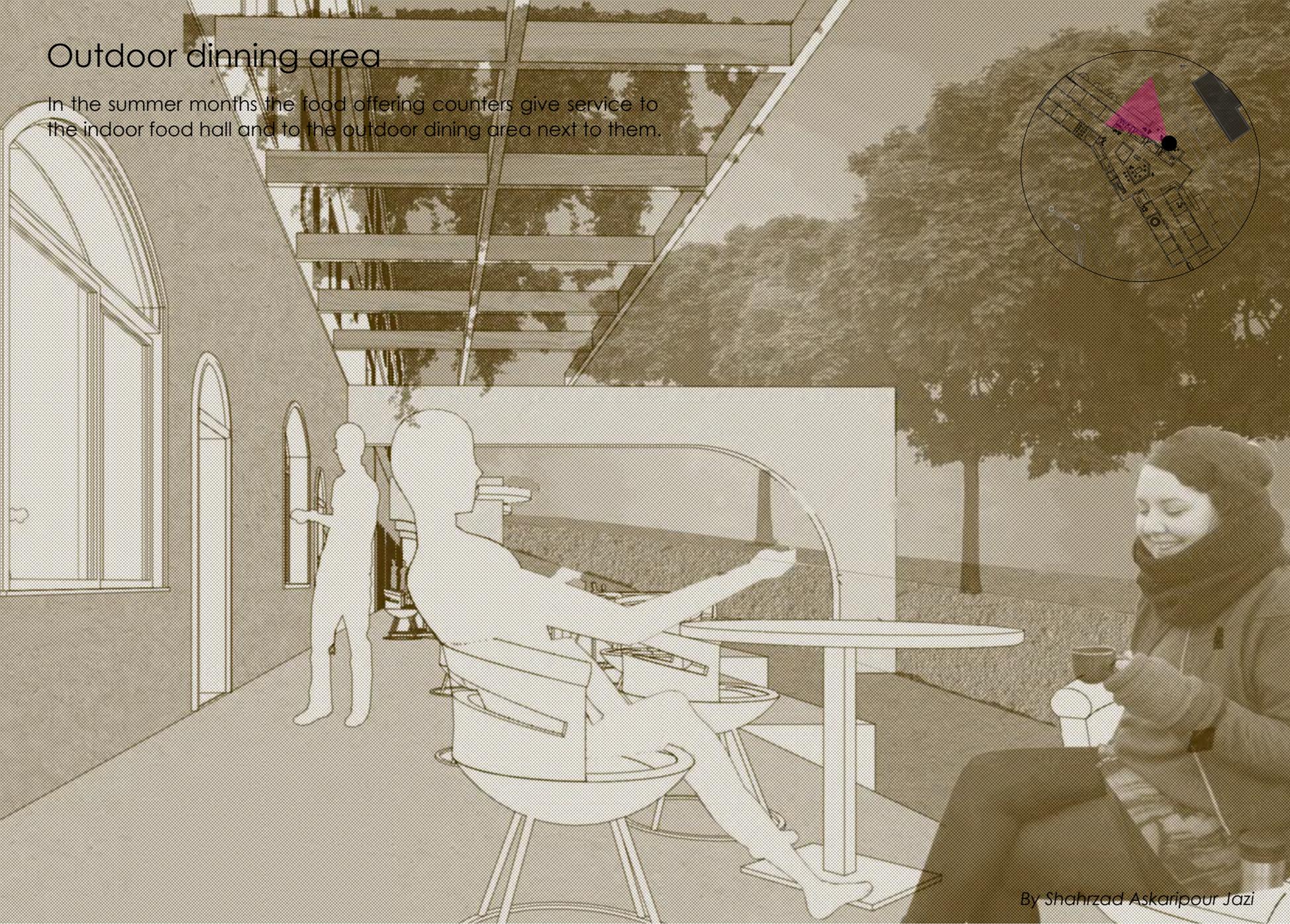
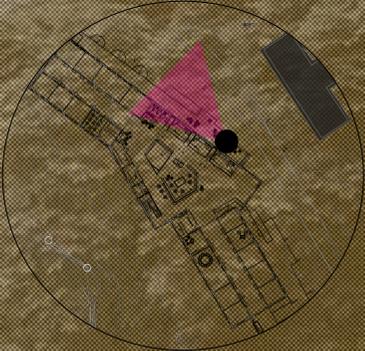
A part of the outdoor bazaar is extended in the platform under the balcony ceilings. Rhythmic repetition of the arches in outdoor space intended to create a playful quality for the pedestrians and also can be used as a structure for installation of shelters.



By Shahrzad Askaripour Jazi

Outdoor dining area

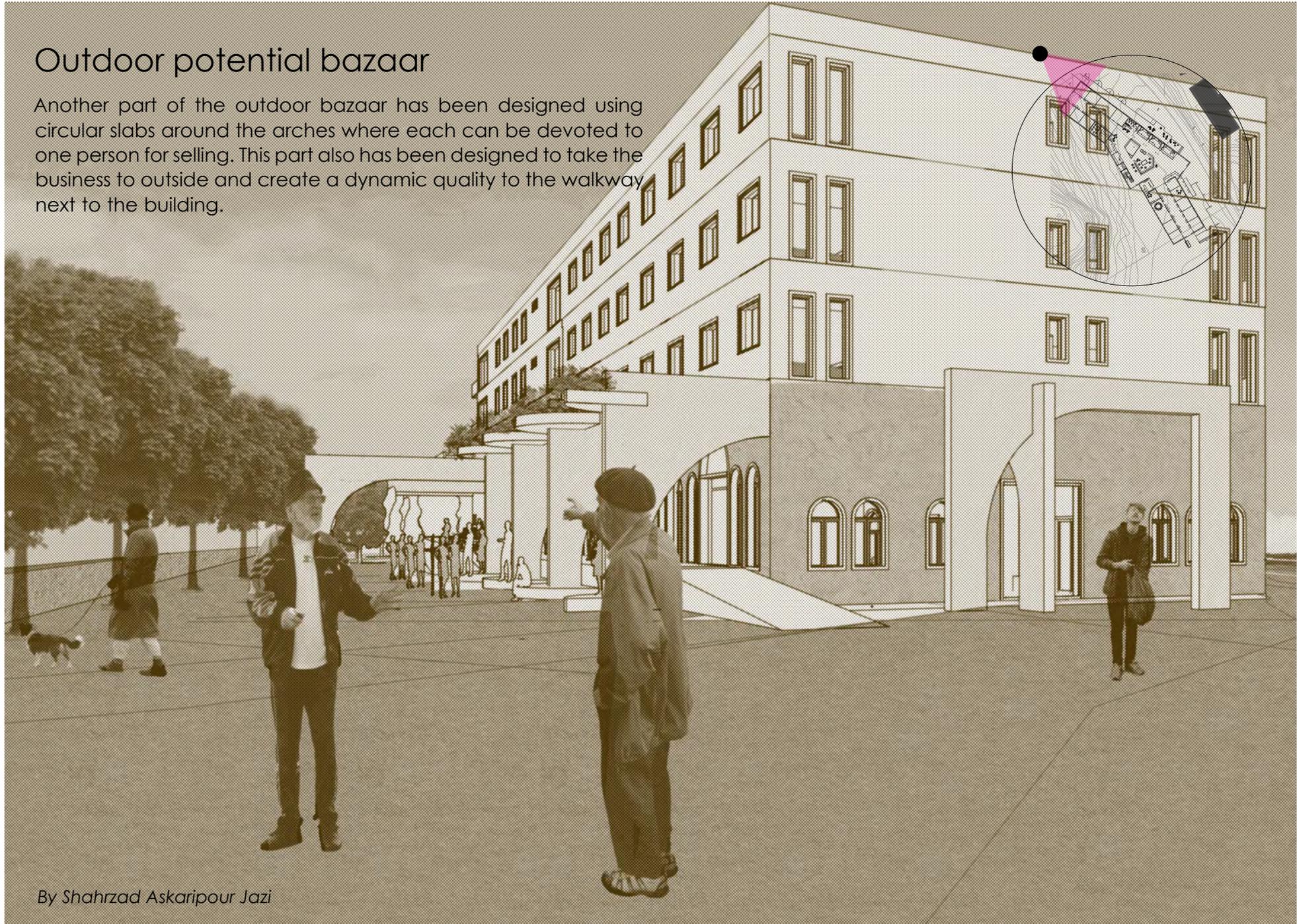
In the summer months the food offering counters give service to the indoor food hall and to the outdoor dining area next to them.



By Shahrzad Askaripour Jazi

Outdoor potential bazaar

Another part of the outdoor bazaar has been designed using circular slabs around the arches where each can be devoted to one person for selling. This part also has been designed to take the business to outside and create a dynamic quality to the walkway next to the building.

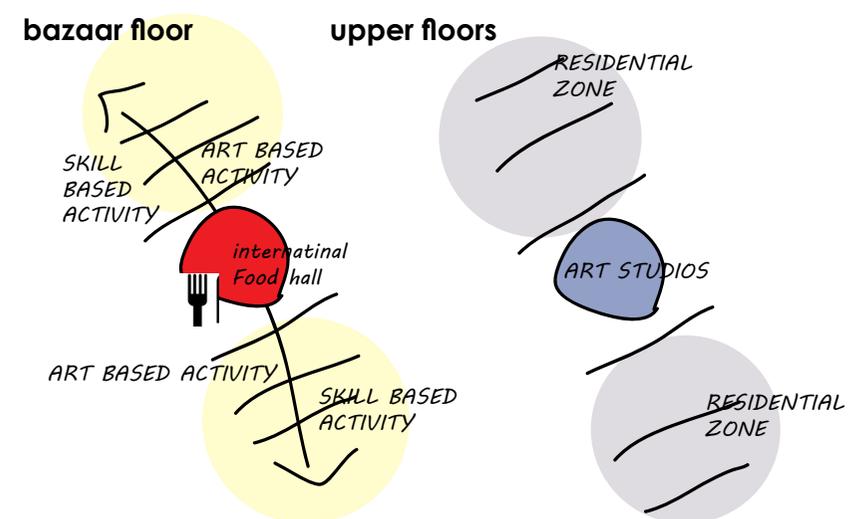


By Shahrzad Askaripour Jazi

Adaption of the design proposal to the future development, opportunity for planning the management

The map on the right shows the proposed new development for the West side of Titteridammsvägen by Stadsbyggnadskontoret. Thereby, three 5 story residential blocks have been already proposed for the site of the bazaar. This fact has been seen as a positive factor that can in a way guarantee the economic prosperity of the bazaar as it densifies the area and consequently more customers will visit the bazaar daily. For that, the design proposal by this study has intended to keep the proposed residential flats on the stories above the bazaar level. Trying to make the communication of the upper floors work

created some spaces above the food hall for placing additional public activities there. As the possibility of collaboration between academia and within Persian bazaars was one of the important factor to be reflected in the design, the areas above the food hall has been devoted to be occupied by art schools. This not only intends for promoting knowledge exchanges between bazaar and academia but also to create opportunities of collaborative management system between them for running the bazaar.



As mentioned before the food offering counters on the bazaar level are only used for preparation of foods. The cooking processes are to be performed in common kitchens on first floor. The plan also shows the communication path between residential areas, where access to the residential flats has been provided by designing two extended balconies in Northwest and Southwest.



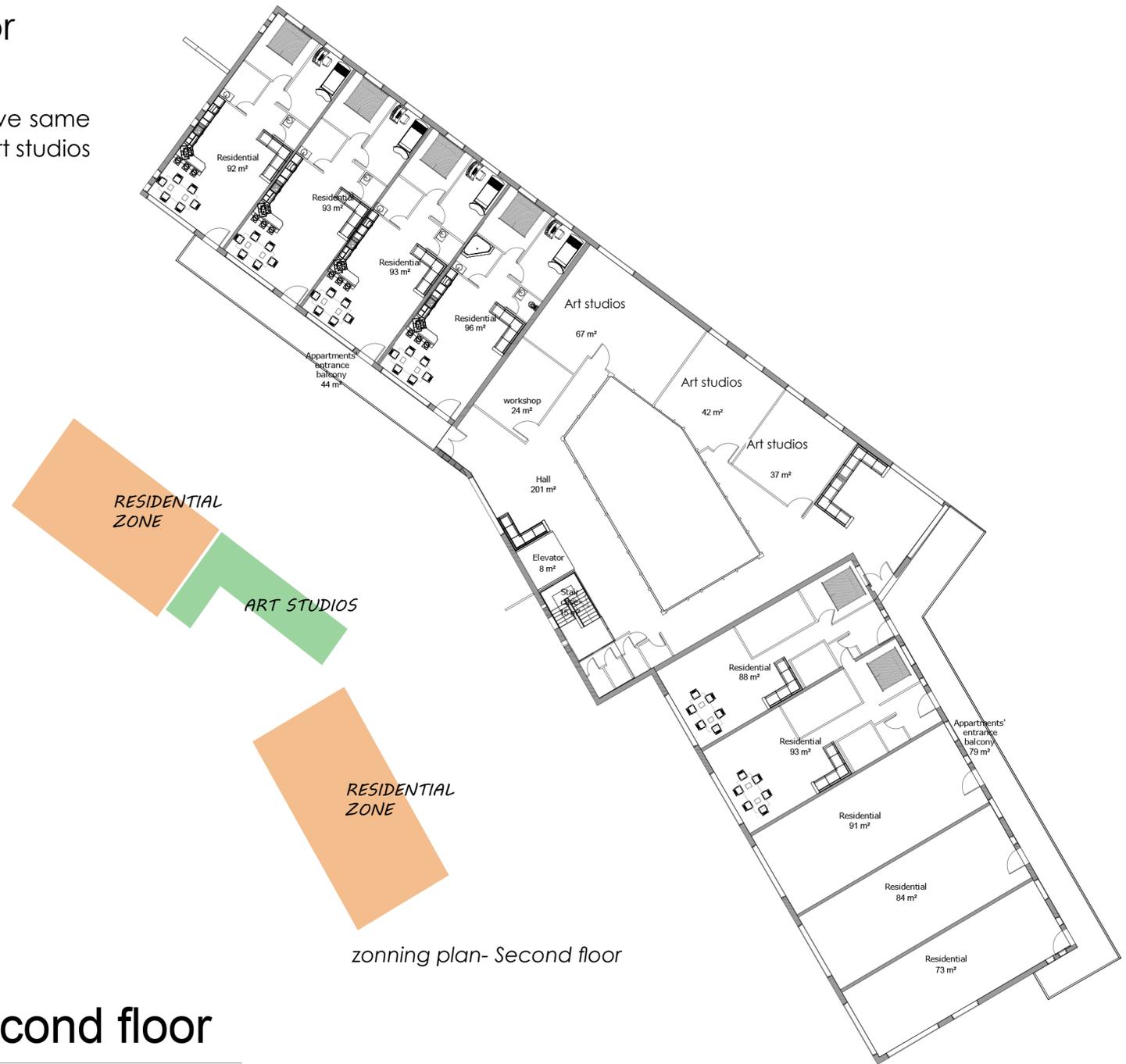
zoning plan- first floor
By Shahrzad Askaripour Jazi

First floor plan



Second & third floor plan plan

The second and third floors have same plan and accommodate the art studios and residential apartments.



zoning plan- Second floor

Second floor



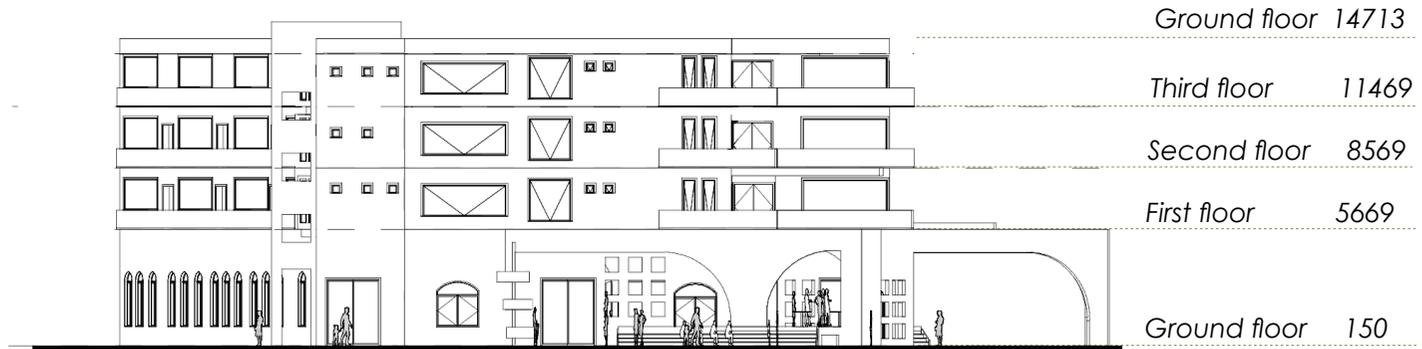
By Shahrzad Askaripour Jazi

Elevations

The focus for the design of the facade is on the bazaar level and the rest is only the plan reflection on façade. This has not been developed as it was off the scope of this study. Therefore it is a part of the design that can be developed further.

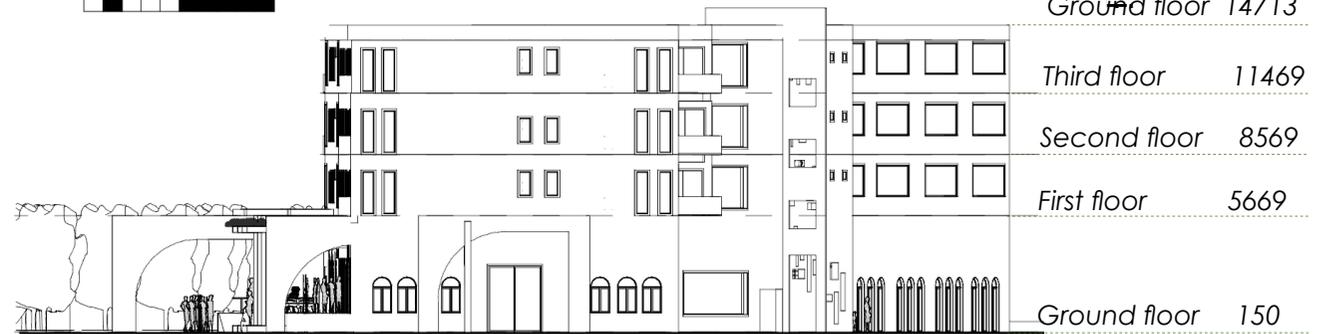
East

1 : 400



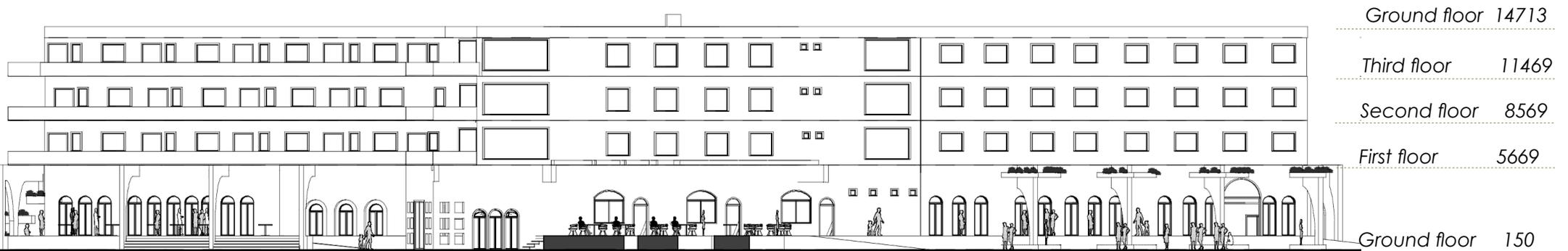
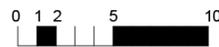
West

1 : 400

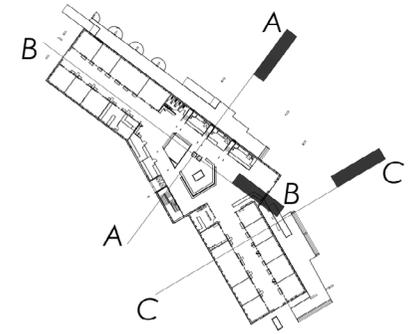
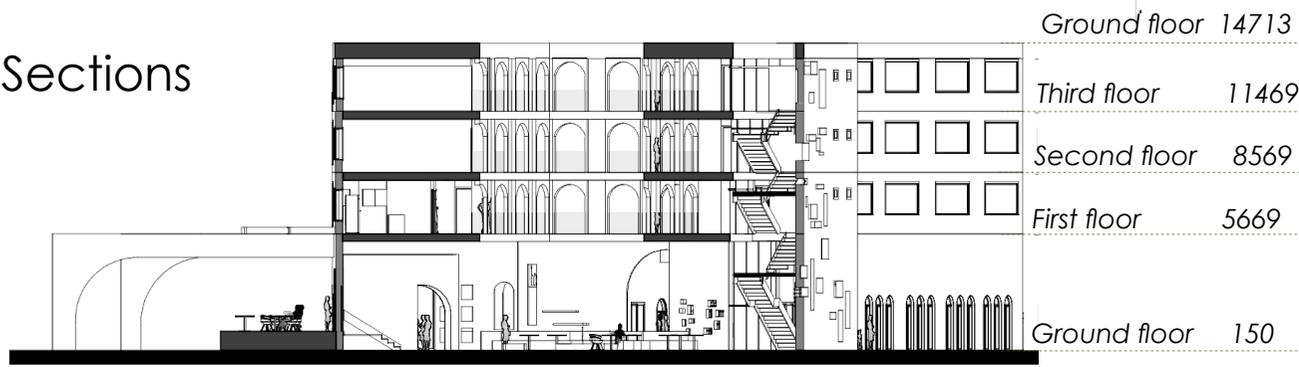


North

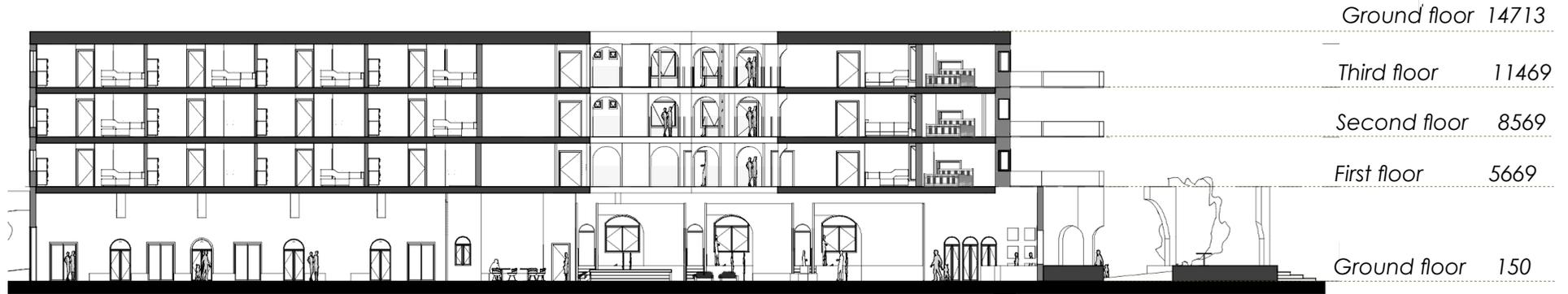
1 : 400



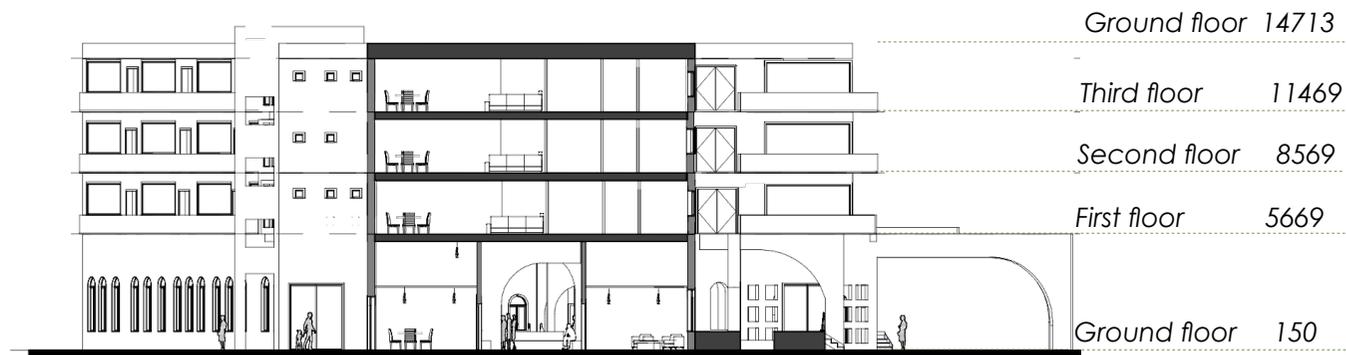
Sections



1 : 400 0 1 2 5 10 Sec A-A



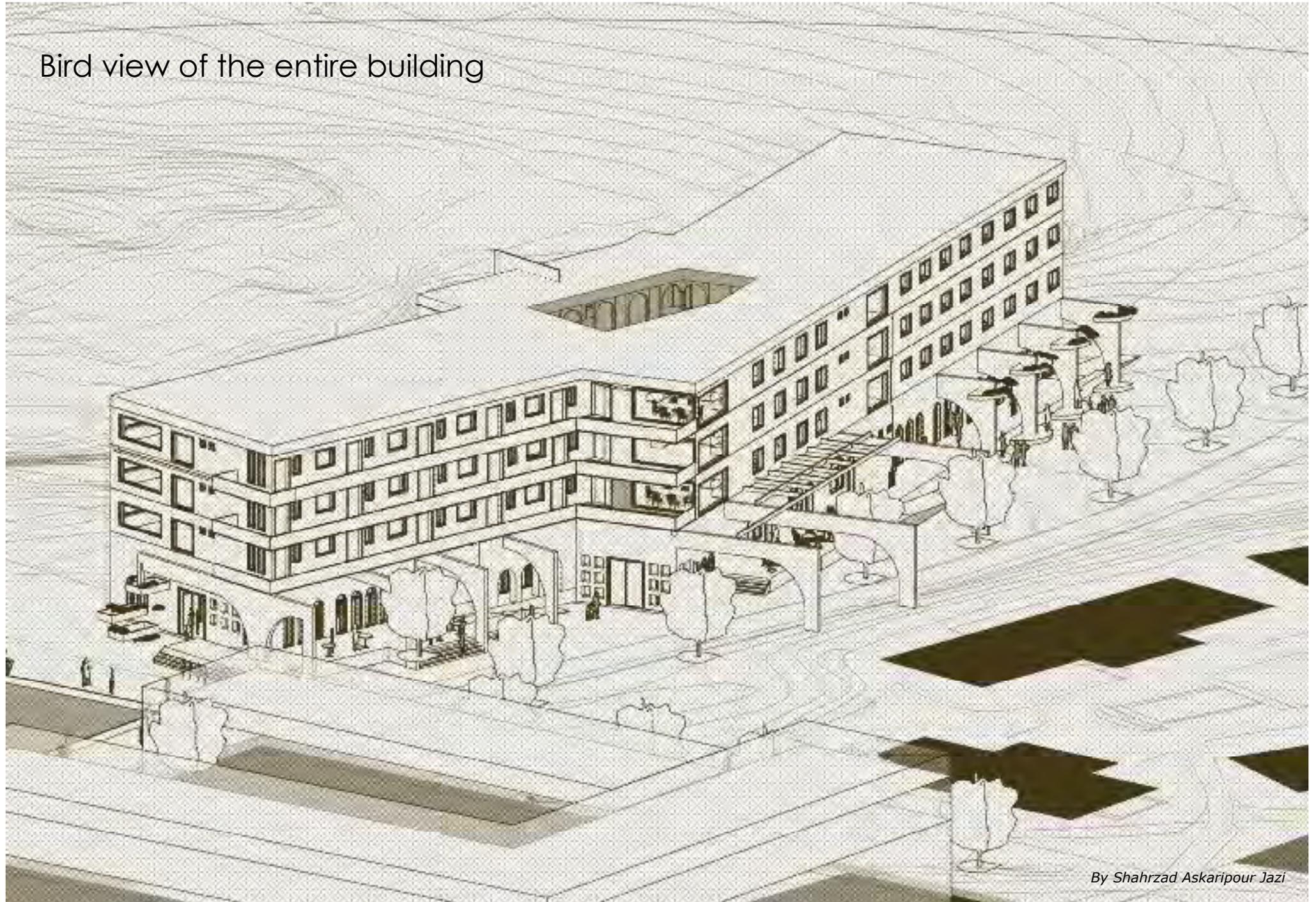
1 : 400 0 1 2 5 10 Sec B-B



1 : 400 0 1 2 5 10

Sec C-C

Bird view of the entire building



By Shahrzad Askaripour Jazi

Conclusion

Creating a proper foundation for cultural activities in a diverse neighborhood with a population of inhabitants with foreign background is crucial as it benefits the inhabitants in many ways; Because the resulting urban dynamics from cultural activities and events not only is educating but also brings about economic prosperity, job opportunities, opportunity for cultural exchange and intercultural dialog contributing in uplifting inhabitants' self-esteem. For a neighborhood like Angered centrum with a high level of cultural diversity, creating such a foundation is actually using rich cultural potential of the neighborhood in favor of its growth. This study aims to optimize a proposed development in a different way by directing the focus of planners to cultural design and the development for a culturally diverse areas rather than densifying the area regardless of its existing potentials.

Focusing on feasibility of the design as well as contribution of this project to the ongoing development of the neighborhood directed the proposal towards the final outcome. But To me the most important finding of this study is the bazaar model concept which can be used as an initial guideline for designing a bazaar in any scale and in any context.

Recommendation

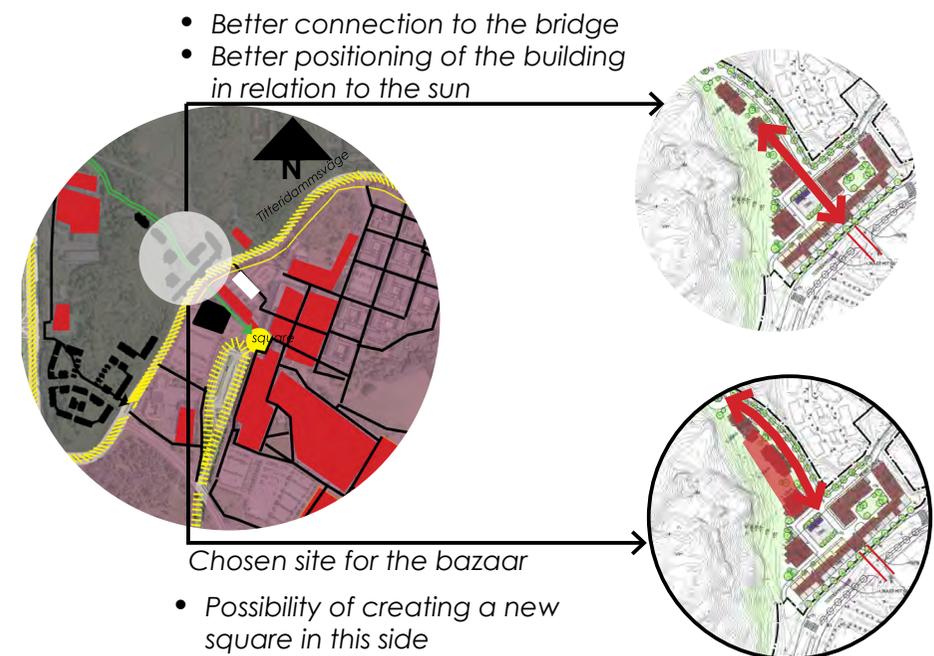
In order to conduct future studies for creating a bazaar in any diverse and multicultural neighborhood the bazaar model by this study would be useful and applicable as it contains many factors which are essential in the functionality of a bazaar. Forming the second part of the bazaars model from studying examples of bazaars in a Swedish context also guarantees the feasibility of the design in relation to Swedish context. Therefore this approach of pre-study for designing a bazaar is recommended to be followed by this study.

However planning for the types and number of the activities for a bazaar are very much depended on the needs of the context and should be studied looking into the needs and potentials of the

context. Studying in this regard resulted to direct planning for the type of activities towards uplifting tourist attractions to Angered center. Therefore, this proposal could be in some ways different in case it was to be designed for another context.

For further research about creating a bazaar for Angered (or even another context) below areas would be useful to investigate more;

- In choosing the exact site of the bazaar this project has tried to respect the master plan that has been already planned for the surrounding of the chosen site. However a major modification on the master plan that allows the bazaar to be positioned right after the overpass bridge can strengthen the integration of the bazaar remarkably. In that case the bazaar become visible directly from the center of the neighborhood and this can draw the attention of the commuters to the bazaar and motivate them to pass through the bazaar. Therefore, Possibilities of changing the master plan for this area could be an area of concern for further development of the design proposal of this thesis. Below the pros of both positioning have been stated.



- Future development plan for population rise of Angered centrum and its effect on commercial needs of the context. This can suggest a more realistic for the bazaar.
- Investigation on collaborative management in a multicultural context focusing on the possible challenges and their related solution in this regard.
- Introducing the existing social services in Swedish municipal system which ease opportunities of running a business for public from every economic level in a built bazaars like Angered centrum bazaar.
- The possibly of creating periodic bazaars all year round considering general climate conditions of Sweden.

At the end, I hope I could have taken a little step towards preserving and promoting cultural values by my work through this master thesis...

Shahrzad Askaripour Jazi

Appendix 1 (ref page 2)

Angered center and idea of a bazaar for this neighbourhood

Interviewees

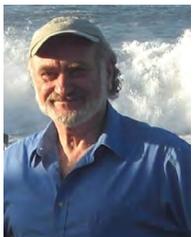
Contact people



Lars Jadelius
Associate professor of architecture

Specialization: Culture and humanistic perspective.

Area of concern: Lärjeåns trädgård



Geza Nagy
Project manager at Intercultural Project Center

Specialization: Intercultural competence

Area of concern: Angered Camel Center

above people are two involved people in a program for cultural promotion of Angered center. The mentioned program includes the creation of a camel farm, the promotion of an existing agriculture center called Lärjeåns trädgård, and designing a local bazaar for Angered centrum.

Lärjeåns trädgård is an active center in promoting cultural and environmental activities such as providing the area with locally produced food. The camel farm also has been proposed as another part of this program with the aim of branding Somali attraction as the area has large number of inhabitants from Somalia.

Questions & Answers

1. How do you evaluate the cultural potential of Angered center neighborhood?

Angered is a really diverse and lively neighborhood. Because of the diversity of the inhabitants there have been so many international cultural activities going on in Angered center. In general Angered and other neighborhoods with a big population of immigrants are the best place for stabilizing cultural activities and if you have noticed many of the cultural caravels are represented by these kind of neighborhood in Gothenburg.

2. How does the bazaar that I am working with can contribute in cultural and economic prosperity of the Neighborhood?

Geza Nagy: "I think this is great that you choose to work with this subject, we think this would be really good for Angered to have a bazaar because there are so many eastern people living in here and they must have so many skills to exhibit in a bazaar. Specially women in Angered. I have seen so many strong women who are so talented and willing to be more involved in society but their skills are neglected. So a bazaar could be a great place for them to sell their product."

3. Has it ever been any project which had aimed for creating a bazaar in Angered Center?

Few years ago there was a group of people working with a project of bazaar in Angered but for an unknown reason the project stops.

Appendix 2 (ref page18)

Key factors playing role in success of a bazaar

Interviewees

Contact people



Mir Azimzadeh
Lecturer at University of Gothenburg.

Specialization : PhD in Evolving Urban Culture in Transforming Cities, Architectural and urban design in a fluid context.

The conducted interviews have been structured by focusing on the bazaar models criteria. Developing an understanding about public needs and interests is the area of focus within the interviews too.

Questions & Answers

1. What is the key factors that play role in success of a bazaar?

Mir Azimzadeh: "To me one of the most important factor that make any business success is the location of it."

2. Where could be the best place for planning a bazaar in it?

Mir Azimzadeh: "My teacher said that even a beggar chose a busy and on the way spot to sit because they know by experience that they earn more there. Therefore the location of a bazaar must be in a well-used passage way. In this regard you can more read my PhD thesis that has compared locations of different bazaars and their direct effects on the work of those bazaars."

3. Since I am planning a bazaar for a western country with not so many examples of bazaar in its urban history as the ones that exists in east, do you think the idea of bazaar would work?

Mir Azimzadeh: "I agree that a western residence has totally different understanding about a bazaar but we should ask ourselves that bazaar is not just about having archly ceiling and rows of stalls under them. Any well integrated passageway enclosed by rows of shops is a bazaar. The closest example is Kungsgatan in Goteborg. If you stand there for some minutes you would notice that it similar life as a traditional eastern bazaar have."

Appendix 3 (ref page28)

What is the term bazaar to Swedish people? What do they expect from a bazaar?

Interviewees



Pål Castell



A group of Swedish master students at Chamers

Questions & Answers

1. How familiar is the term Bazaar to you? Can you name some examples of bazaar in Göteborg?

Pål Castell and a group of Swedish students: "Bazaar are in three types to us; free markets like kviberg or kommersen , food halls like kville saluhall or central saluhall and occasional bazaars like Christmas markets or culture day markets."

2. What kind of shops and activities you as a Swedish woman/man would like to see in a bazaar?

A group of Swedish master students at Chamers(female) : "As a women I go to bazaars to see the creativity and craft that has been done by others to get inspiration and buy something unique. I would gladly sell my handmade products like painting, knitting or even homemade marmalade or cakes in your bazaar this is so cool... It is also exiting to see international products in a bazaar."

A group of Swedish master students at Chamers(male) "It would be cool to work as a handy man or a carpenter and with the practical skills like these in your bazaar .I always wish there was market for men to exhibit their work like carpentry and so on"

Appendix 4 & 5 (ref page34 & 36)

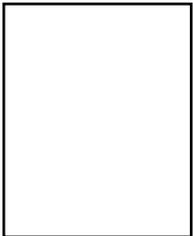
Kviberg

Interviewees

Contact people



a salesman in kviberg



random customers

Questions & Answers

1. How do you find Kviberg market?

It is really fun to walk around in here there are so many exotic products and you can find so many interesting products here that is not in ordinary shops.

2. How long have you been working in this market? How profitable is having a business in Kviberg?

A salesman working in Kviberg: "It is been about 5 years that I am having two stalls in here. I have helped some of these salesmen to start their business in here. Business is quite good because the bazaar is normally crowded so I am happy with my business."

3. Does this bazaar have a manager or is it fully run by salesmen?

A salesman working in Kviberg: "Yes there are some people that you need to apply for permission services and so on but the thing like designing the shops is taken by us not them."

4. So it seems that there is a good opportunities for salesmen to collaborate for running kviberg, is it like this?

A salesman working in Kviberg: "Not really here everyone is taking care of his own business but we cannot collaborate so much with each other, previously we tried to collaborate and to have some monthly meetings but the cultural differences of the salesmen made this to end up with some miss-understanding and at the end it did not really work!"

Appendix 6 (ref page 40)

Kville Saluhall

Interviewees

Contact people



Shamsi Naemai

manager of kville saluhall



a salesman in kville saluhall

1. How is your business in kville saluhall do you find it profitable?

Shamsi Naemai: "Yes. Kville saluhall since its opening day has given a good service to the customers and almost all of the shopkeepers are happy with their business in here. We expect that it is becoming even better in future because the neighborhood is becoming more dese so after the next door residential buildings are finished the trade will be better this is what I think!"

2. How come you decided for building a new Saluhall?

Shamsi Naemai: "Before I had a bazaar like market but the municipality's plan was to extend a road from there so we had

to leave there. Instead we were given this place. And we came up with the idea of food hall for here that was pleasant to the municipality too."

3. Since this food hall is different from eastern bazaar could you imagine that this market was created in that form?

Shamsi Naemai: "As I said I have worked with both kind of the market so I can imagine it and I appreciate your idea but you should know that management of a market is really important for attracting and keeping the customers. A very flexible management system that is carried on by shopkeepers in very challenging in long term. There must be a management team helping them in this regard. Some of the decisions should be just taken by someone else, a manager. In here we are a mother and daughter and both of us are working as managers."

4. Are you happy with your business in here?

A salesman working in Kville saluhall: "I think everybody else other than me are happy with their business in here. The problem is that the type of goods that I am selling in here is too different from others and they are too anonymous to the customers. I am selling Middle Eastern foods but here in this food market the shops are mostly offering European and Mediterranean food. So those who come here is mostly coming seeking for those kind of goods. If someone wants to buy Middle Eastern food so they go to Kviberg that is popular for this kind of products why should they come here? I thinking about Europifying my products.

My shop has never been on the focus of the media who have had advertised for Kville saluhall so far.

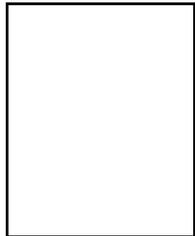
I also think, even the type of businesses in front of, and next to mine are affecting the amount of customers checking our sides and since the only empty space is my neighbor shop not so many comes towards this corner of the food hall."

Appendix 7

Angered- Development plan

Interviewees

Contact people



Wenche Lerme

Urban Development Manager
Gothenburg municipality, Angered

Questions

As a person who is involved in development plan of Angered centrum what do you think about creating a bazaar in here?

Could it be a good addition to the area?

I think that would be good addition to the neighborhood. Development program for Angered centrum suggested expansion of Angered and in the recent years Angered center has really developed. There are numbers of new projects for development of Angered centrum like the new hospital or Angered arena these all attracts population to Angered and this means more customers for your bazaar!!

I think a bazaar could be a good addition because what is always discussed by the municipalities is creating modern shop and adding more ordinary shops to the neighborhood. Considering the neighborhood's character a bazaar could be fit better.

According to my research creating a collaborative communication between bazaar and art schools is valuable for both parties. What do you think would it work in practice?

Yes I think that would definitely work and it attract more visitors to Angered center and make more popularity for Angered center. There are already so many cultural activities going on but the idea of collaboration between art school and the bazaar would attract educated and fresh mind to the neighborhood that can influence in the development of the area.

I would like to know your idea about the best place that could fit for Angered bazaar?

Titteridammsvägen which is a fast moving traffic road is a big concern for us however, we are thinking of mitigating the hazard of this road. It also disconnects west to the east. Do you think the bazaar can solve this problem?

Today the walking connection of the West side to the neighborhood square is provided by an overpass over Titteridammsvägen but most of the activities are centered in the east side! Maybe the bazaar is better to be placed in west side of this road!

References

- Ali Assari, T. M. E. A., Jan 2012. Conservation of historic urban core in traditional Islamic culture: case study of Isfahan city. *Indian Journal of Science and Technology*.
- Anon., 2011. Ny saluhall i Gothenburg. [Online] Available at: <http://www.mynewsdesk.com/se/kvillebacken/news/ny-saluhall-i-goeteborg-17848>
- Anon., 2013. Samhällsanalys och Statistik, Gothenburg: Gothenburgs stadsledningskontor.
- Anon., februari 2008. Program för Angered Centrum, Gothenburg: Stadsbyggnadskontoret.
- Anon., u.d. Kommersen marknad. [Online] Available at: <http://www.kommersenloppmarknad.se/>
- Anon., u.d. Urban Cultures: Fallet Kommersen. u.o.:Urban Mistra Future.
- Anon., u.d. Urban Cultures: Fallet Kommersen. [Online] Available at: <http://www.mistraurbanfutures.org/sv/projekt/urban-cultures-fallet-kommersen>
- Azimzadeh, M., 2003. Survival of bazaars: Global spatial impact and local self-organising processes. London, u.n.
- Azita Rajabi, A. S., 2010. Persian bazaars;embodiment of sustainable thoughts. pp. 127-113.
- Bolin, E., 2009. Local Action Plan for Hammarkullen, u.o.: Gothenburgstad.
- Larme, W., 2013. Development manager Gothenburg Municipality Angered [Intervju] 2013.
- Naeima, S., 2013. Operation manager of Ny salluhall [Intervju] (September 2013).
- Nagy, G., 2013. Intercultura ResursCentrum [Intervju] (November 2013).
- Pirnia, K., 1990. Islamic architecture of Iran. Tehran: Elmossana at.
- Porushani, I., 1995. Encyclopedia of the Islamic world. u.o.:u.n.
- Rajabi, A., 2013. Morphology of Bazaars. Iran: Entesharat Agah.
- Salesman, A., 2013. Kvibergs Bazaar [Intervju] (October 2013).
- Shafaghi, S., November 2013. Great bazar of Esfahan and Qeisariye. Raskhoon.
- stad, G., 2011. Ny saluhall planeras vid Vågmästareplatsen. [Online] Available at: http://www.vartgoteborg.se/prod/sk/vargotnu.nsf/1/ovrigt,ny_saluhall_planeras_vid_vagmastareplatsen
- Wood, P., 2004. Intercultural City Reader. UK: Comedia.
- Anon., u.d. Urban Cultures: Fallet Kommersen. [Online] Available at: <http://www.mistraurbanfutures.org/sv/projekt/urban-cultures-fallet-kommersen>
- CUSTOMERS 2013. Reason of attraction to the bazaar. In: JAZI, S. A. (ed.). GILLBERG, D., BREMBECK, H., BERGLUND, Y., FORSEMALM, J. & HANSSON, N. 2013. urban cultures fallet kommersen. Available: http://www.mistraurbanfutures.org/sites/default/files/urban_cultures_fallet_kommersen_2013.pdf.

GO:TEBORG. KVIBERG'S MARKET [Online]. Available: http://www.goteborg.com/en/s/View/To-do-Shopping/Kvibergs_marknad_5507 2013].

STAY.COM. Kviberg Marknad [Online]. Available: <http://www.stay.com/gothenburg/shopping/21348/kviberg-marknad/> 2013].

LYNCH, K. 1960. The image of the city, Cambridge Mass., Technology Press.

SELLERS 2013. Opportunities and challenges of work. Interview: JAZI, S. A. (ed.).



CHALMERS