

Welcome To Jamaican Village Of Vegetables

WING TAIL
RICE

AMERICA
PEANUT BUTTER

PMP
CORN
DAILY



EVERYTHING FOR £1

PECKHAM RUNNING PATERERS

Welcome To Jamaican Village Of Vegetables



PECKHAM RUNNING PATTERERS

(P 1)

01 IDENTIFICATION

(P 3)

02 LEARNING FROM OTHER VENDORS

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/ FUNCTION 1: WAYFINDING SYSTEMS

/ FUNCTION 2: STORYTELLING

/ FUNCTION 3: INFORMATION CROSSING

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/ MOVEMENT METHOD

/ PLACEMENT METHOD

/ POCKET GUIDE

SUMMARY

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RUNNING PATTERERS

In historical Britain, a "patterer" was a type of street seller who used fast, entertaining speech (known as "patter") to attract customers. A "running patterer" might refer to a type of seller who moved around while selling, covering more ground to reach a larger audience.

PECKHAM RUNNING PATTERERS

MAIN PRODUCTS:

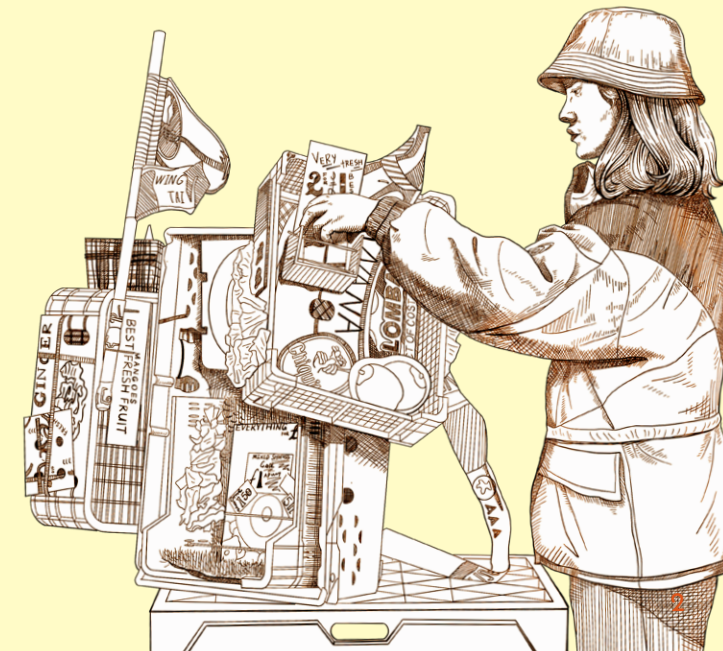
Diverse food-related information. Alternatively, I can guide you through your purchases of food products in Peckham.

KEY RESPONSIBILITIES:

Guided people to experience intercultural communication in the food market space.

WORKPLACE:

- ②
- ③
- ④
- ⑤
- ⑥ PECKHAM!
- ⑦
- ① OTHER MARKET SPACE!



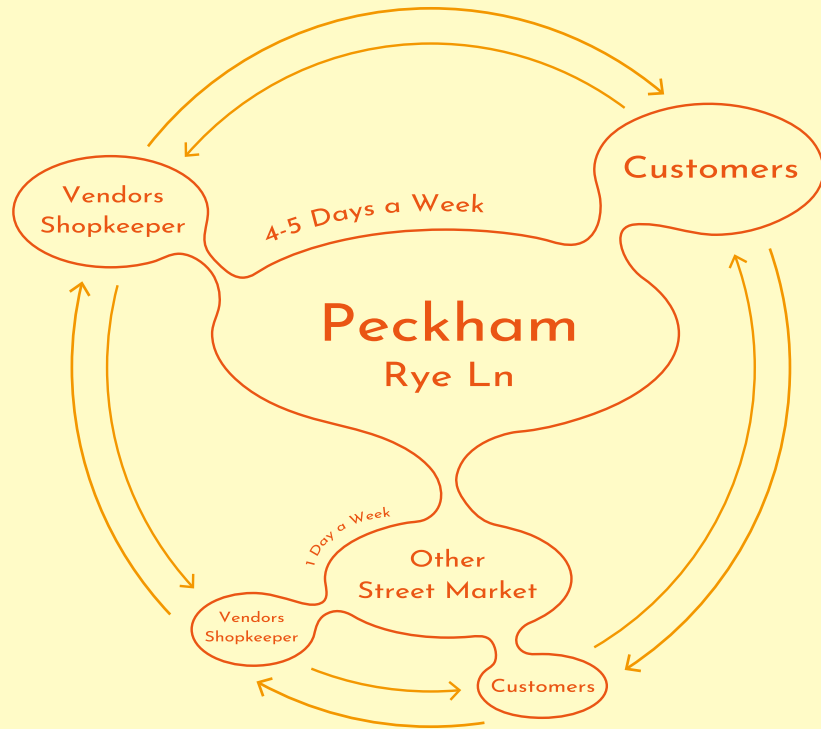


To incorporate the foodscape of the Peckham communities into a spatial installation, my approach focused on drawing inspiration from the local vendors, especially in the following points:

- A. DISPLAY STRUCTURE
- B. MATERIALS
- C. INTERCULTURAL COMMUNICATION WAYS
- D. INFORMAL OPERATING MODEL

LEARNING FROM OTHER VENDORS

ACTIVITY AREAS AND MODALITIES



Contrary to the emphasis on acceleration in many accounts of urban modernization. Highmore suggests how the modern city may incorporate both fast and slow rhythms, and he advocates an approach to modernity that works to grasp its uneven rhythms, its slowing downs, its torpid circuits as well as faster flows of signs and bodies.¹

LEARNING FROM OTHER VENDORS

THE BODY AS SPACE



John Thomson, The London Boardman

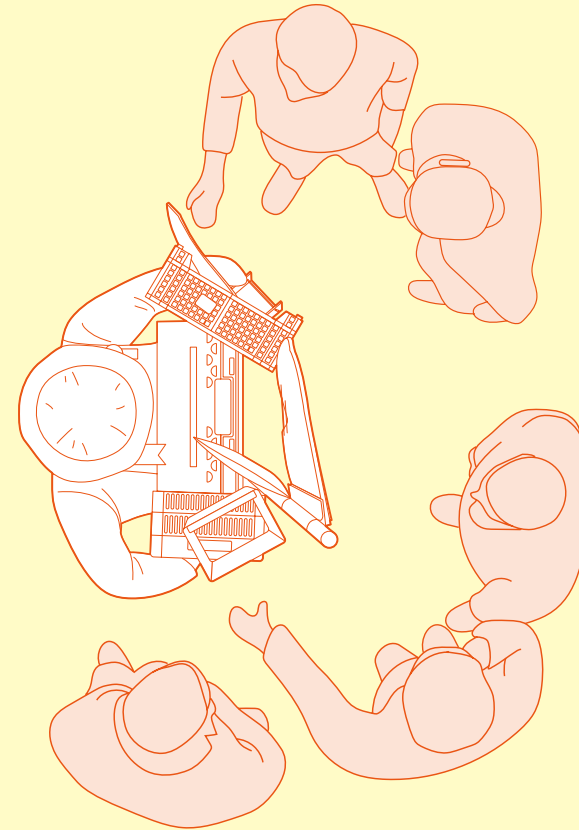
The sandwich board wearer navigates endless circuits of London, 'sandwiched' between the street and the pavement. The boardman is both vehicle and pedestrian, but importantly he is also neither vehicle nor pedestrian but **a slow moving form of architecture.**²

STRUCTURE



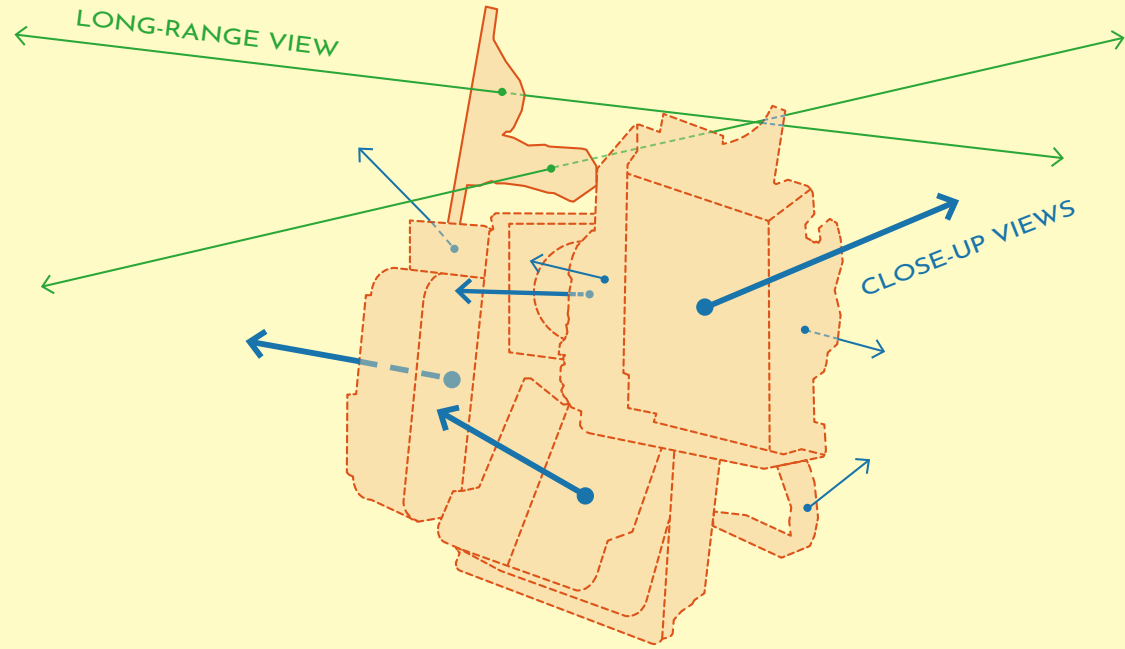
DISPLAY STRUCTURE: I drew inspiration from how vendors arrange their products, using similar techniques to enhance the visual appeal of the installation.

STRUCTURE

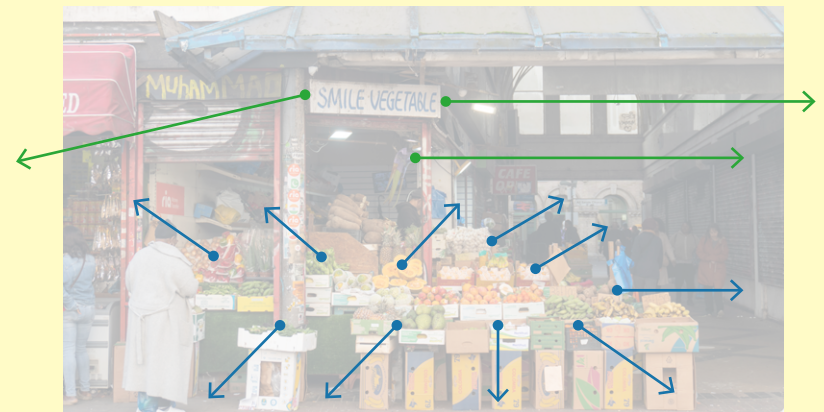


A. CREATE MULTIPLE DISPLAY PERSPECTIVES

STRUCTURE



STRUCTURE



STRUCTURE



STRUCTURE



B. DISPLAY AT AN INCLINED ANGLE

MATERIAL

SMILE VE



MATERIAL

MATERIAL: I learned from the vendors how to repurpose discarded food packaging. I then combined these materials with common vendor phrases, creating a module with a higher information density.



A. PECKHAM'S BEST SELLER

MATERIAL

Select common product packaging materials to show the Peckham food landscape.



MATERIAL



① Plastic Mesh Storage Box



② Banana Box



③ PP Box



④ Jelly Coconuts Box



⑤ Green Plantain Box Plastic Bags



⑥ Peanut Butter Box

MATERIAL



B. DISPLAY & PACKAGING MATERIALS

MATERIAL



① Plastic Turnover Box



② Plastic Washbasin



③ Polystyrene Box



④ Artificial Grass

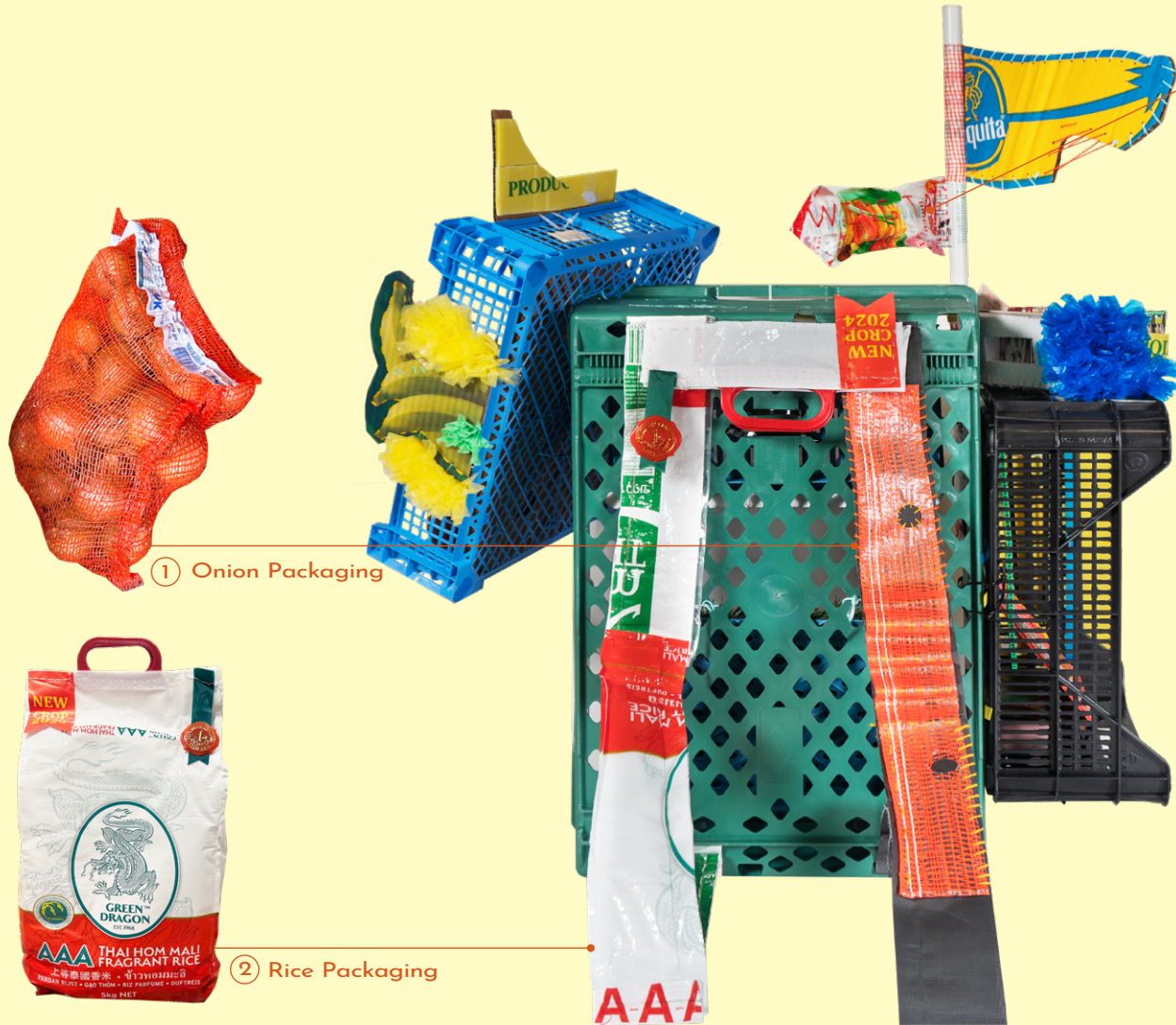


⑤ PP Material Plastic Box



⑥ PP Material Plastic Box

MATERIAL



① Onion Packaging

② Rice Packaging

MATERIAL

③ The materials for the pointers were taken from Wing Tai Peckham Supermarket.



Surface Material



Fishwell Sweet Potato Vermicelli (China)

Surface Material



Dried Bean Curd Stick (China)

Filler Material



Polystyrene Box



FUNCTION 1
/ SPATIAL INTERVENTION

FUNCTION 2
/ STORYTELLING

FUNCTION 3
/ INFORMATION CROSSING



FUNCTION 1 / SPATIAL INTERVENTION

1 Wayfinding Systems



Wing Tai Supermarket



Food Store With Bananas



"Can be rotated or replaced based on placement."



2 Recipe X Peckham Street map



COOKING TIME!

- Fine salt, optional
- 2 tablespoons oil
- 2 ripe plantains

02 Fried Sweet Plantains

- 3 chicken stock cubes
- 1 bay leaf
- 1 1/2 tsp salt
- 1/4 tsp nutmeg
- paprika powder
- 1 tsp
- ginger
- 1 thumb-size
- sunflower oil
- 1/4 cup

01 Jollof Rice Ingredients

- 4 plum tomatoes
- 2 garlic gloves
- 1 red onion
- long-grain rice
- 1 cup
- 1 scotch bonnet pepper

(For Three Person)



Jollof rice is a popular dish in West Africa. The name "jollof" originates from a Senegambian kingdom called the Jollof Empire.

JOLLOF RICE (Nigerian)

- Step 1: Find a bus stop/train station as a starting point.
- Step 2: Follow the color codes next to the ingredients to find the market.
- Step 3: Don't forget to label it.

FOOD MARKETS (PECKHAM)



FUNCTION

FUNCTION 2 / STORYTELLING

1 Story clue



2 Tap The Clue



According to the clue, tap your phone on the NFC tag to access stories about the food markets.

3 Story Videos

Discover the stories of Peckham's street market through the basins used within the market.

FUNCTION





FUNCTION 3 / INFORMATION CROSSING

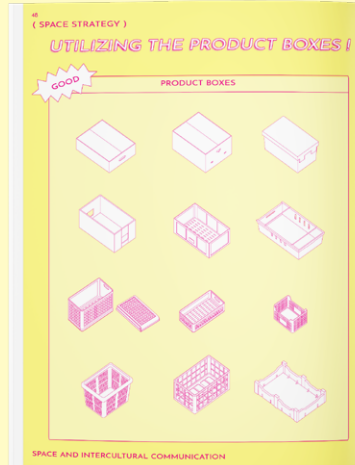
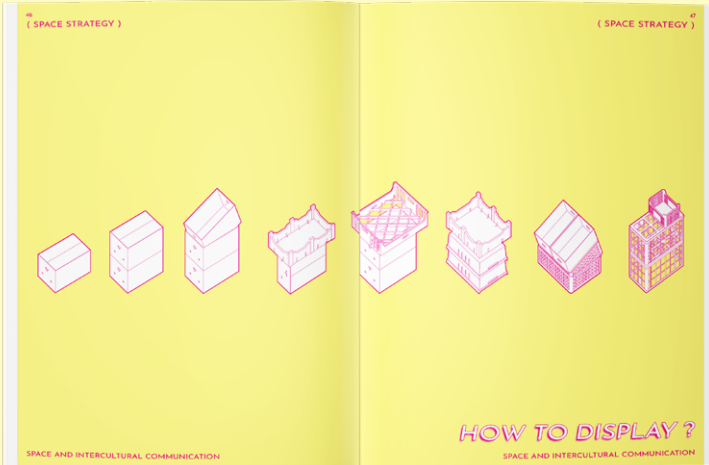
- 1 From customer to customer: Use different recipes relate to the markets as connection tools.

FUNCTION

2 From Vendor to Vendor



London Street Market documents how vendors set up and organize their markets across different areas of London.



AR CASH & CARRY LIMITED

MUHAMMAD

SMILE VEGETABLE

POINT 1

/ MOVEMENT METHOD

POINT 2

/ PLACEMENT METHOD

POINT 3

/ MAIN ACTIVITY AREA

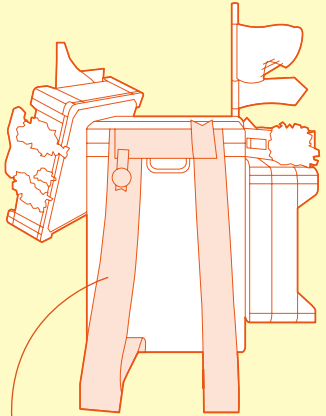
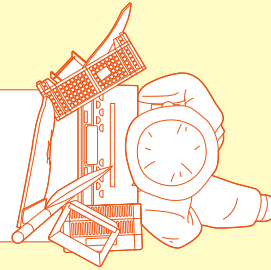
USER GUIDE

1 Movement Methods



WAY 1

Mainly used for fast movement and transfer of locations.

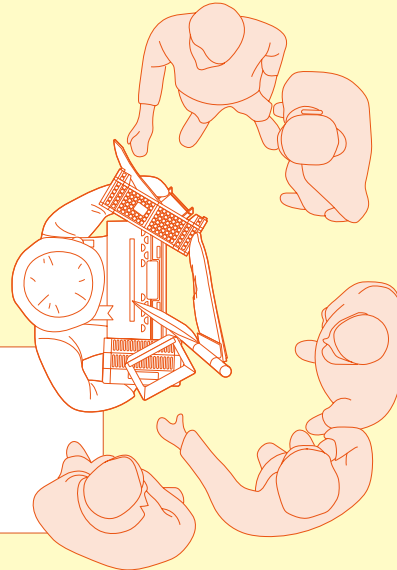


Use the back up strap



WAY 2

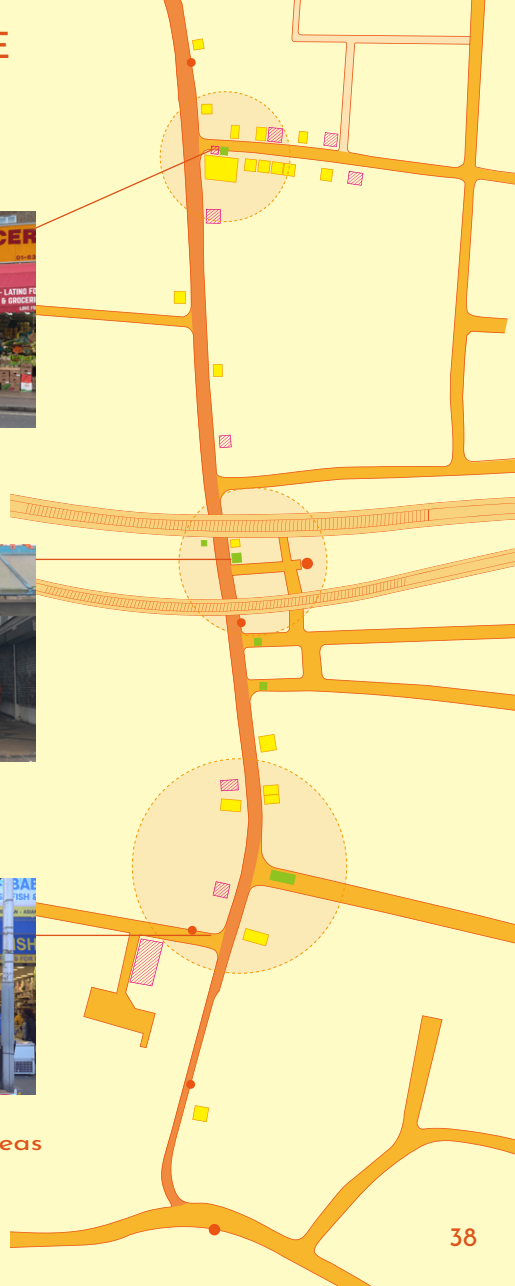
Mainly used for fixed positions or small-scale movement, convenient for communicating with others.



USER GUIDE



Way 2 Recommended Areas
(Peckham Rye Lane)



USER GUIDE

2 Placement Methods



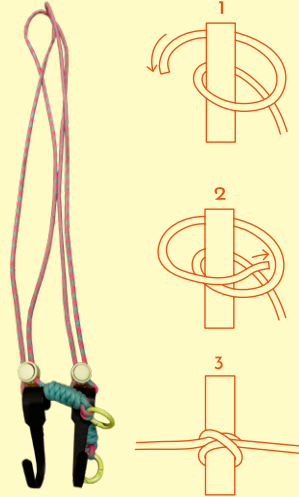
A. Use folding chairs or pedestrian guidance poles for support

USER GUIDE



USER GUIDE

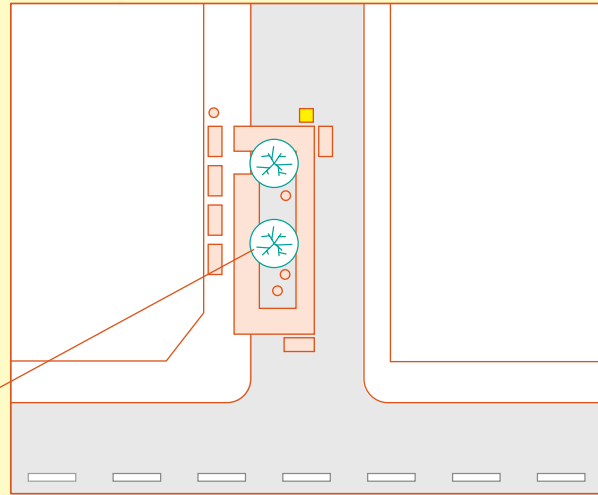
2 Placement Methods



USER GUIDE



2 Placement Methods



Peckham Street Market

Collaboration Location

C. Suspended on trees



D. Collaboration with vendors

2 Porket Guide

Peckham Running Patters (Function Introduction)

Function 1
Spatial Intervention

1 Wayfinding Systems
*Can be rotated or replaced based on placement.



Wing Tai Peckham Food Store With Bananas

2 Recipe X Peckham Street Map





Function 2
Storytelling

1 Story clue



2 Tap the clue

Touch!



According to the clue, tap your phone on the NFC tag to access stories about the food markets.

3 Story Videos 3 Books



Function 3
Information Crossing




1 <London Street Market> is a record of street markets in different parts of London.

2 Collecting recipes from different markets and swap recipes.

Peckham Running Patters (Quick Start Guide)

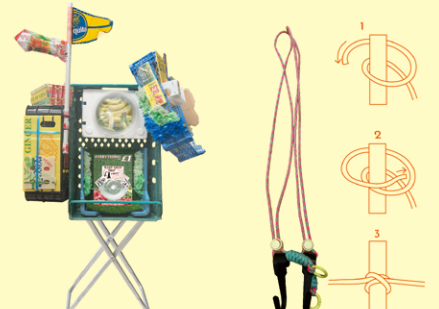
01
Movement Method



Use the backpack strap

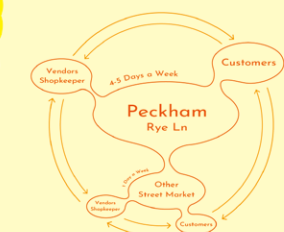
1 Movement 2 Movement+Interaction

02
Placement Method



1 Use a folding chair as support 2 Hanging with rope

03
Main Activity Area



Peckham Rye Ln

Running Patters

In historical Britain, a "patterer" was a type of street seller who used fast, entertaining speech (known as "patter") to attract customers. A "running patterer" might refer to a type of seller who moved around while selling, covering more ground to reach a larger audience.

SUMMARY

Considering what the vendors truly need is a difficult aspect of this project. How to respond to their needs from a spatial perspective is also a question I have thought about many times. I finally decided to use the body as the scale of the space engaging with Peckham's market through spatial interventions. The design focuses on the design of spatial relationships. Consider how to mobilize the various subjects and elements in the space and enhance the connection between them. These subjects refer to the two main groups—vendors and customers, and the connection is based on food culture.

I use Peckham Rye Ln as the main venue for spatial activities, condensing its food landscape into a compact scale and filling this small space with rich information. This approach is actually inspired by the vendors during my research process. They require emphasis on flexibility, maximized utilization, and profitability. This is the core concept of their business. In terms of materials, all materials are discarded materials obtained from the streets of Peckham or from the Shepherd's Bush Market. Some of them are garbage discarded by the market, and a large part is agreed with the vendors to leave for me.

The market on Peckham Street is different from the markets on East Street and Shepherd's Bush Market. It is more dispersed. Many people aren't even aware of the concentrated stall area on the south side of Rye Lane, which makes a map particularly important to connect these scattered market spaces. Its function is to connect the scattered markets. I designed a walking route of five days in Peckham and one day in other communities. The purpose is to link various markets and

SUMMARY

attract people from different areas to explore and experience. Cross-regional is a very important part of this project. Generally, people are used to activities within their familiar range. so a key challenge is how to spark their curiosity and encourage them to explore different areas. I found that different communities have their own food preferences. Vendors will import different goods according to these different preferences, which leads to unique spatial landscapes in each market. Capturing and showcasing these differences through recipes may provide an opportunity to pique curiosity. This is why I designed the "Exchange Recipes" function.

When I walked the streets of Peckham wearing the "stall", many people stopped out of curiosity. However, since I hadn't yet practiced the role of a patterer, which means that my sales skills were not up to standard, it was often difficult to retain my customers. Many vendors also saw the "stall" and thought it was very interesting. They thought I was a TikTalk blogger and lifted their phones to take pictures of me.

I can't say for certain that my design fully addresses the needs of vendors and customers. But what I can see is that every day on the streets, many people from different countries are working hard build their lives together in the city, and I am often infected by their enthusiasm. They shouted loudly to promote their products and arrived on the streets in the early morning to prepare for a day's work. This repeats day after day. Even if my design work only responds to part of their needs or fosters a deeper understanding of this group, I believe it will be worthwhile.

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STINE!! PREPARE MOTIVE

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PREPARE MOTIVE

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