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## Press Release: Snøhetta designs Portland's new James Beard Public Market

Portland, Oregon, renowned for its exceptional food culture and host of local farms, breweries, and restaurants, has been missing one key element for decades - a flagship public market to showcase the best of Oregon. The city's historic Portland Public Market closed its doors 1942. To fill this void, community members formed the non-profit James Beard Public Market to restore a daily, year-round, indoor-outdoor marketplace in the heart of the city. James Beard, known as the “dean of American cookery” was a famous chef, writer and Portland native who helped start the movement for fresh local food in the United States. Shopping with his mother at Portland's public markets gave him an early appreciation for Oregon's culinary riches.

The James Beard Public Market commissioned Snøhetta, in collaboration with local partners, Mayer/Reed, SERA Architects, Studio Jeffreys and Interface Engineering for this ambitious civic hub, transforming a neglected and underutilized site in Downtown Portland into a center of community, commerce, and activity. Linking the city to the river, the market will be an asset for residents and visitors alike. The new James Beard Public Market will feature more than 60 permanent vendors, 30 day tables, full-service restaurants, a teaching kitchen and event space.

Located on the Willamette River, not far from the waterfront location of the original Portland Public Market, the spectacular site straddles an iconic drawbridge, sits adjacent to a waterfront park, and brings with it a host of unique challenges. Currently, the Morrison Street Bridge and automobile ramps slice the site into two symmetrical halves,

barring pedestrian access from three sides. Two broad moves are proposed—realigning the Morrison Bridge ramps and introducing a pedestrian through-road along the western edge of the market in order to increase the overall buildable site area, and make the new Market accessible and safe for pedestrians from all four sides.

The new James Beard Public Market will rise up in a wing-like form to either side of the bridge, acting as a gateway to downtown Portland and creating a recognizable icon at the center of the city. Large doors open up along the entire market facade to a widened sidewalk, allowing guest seating to spill out during good weather. The market stalls are arranged along a pathway that connects the main entrances to the outdoor market and pedestrian street. Soaring ceilings clad in natural wood are supported by exposed structural steel columns and trusses, reminiscent of the neighboring bridges. A generous pedestrian street will run north and south, swelling at the sunniest portion of the site, to create an outdoor room for vendor stalls, seating, and green areas for Pacific Northwest native plantings.

On top of the market, an inhabitable green roof splits and folds, forming large clerestories which naturally light the market below. From the upper level of the market, visitors can access the large rooftop terraces with views of the waterfront park, Willamette River, and Mt. Hood in the distance. A hydroponic garden is located on a sunny, terraced portion of the green roof, adjacent to the demonstration kitchen and event space.

## James Beard Public Market

Set to open in 2018, the James Beard Public Market will be a daily year-round indoor-outdoor marketplace showcasing Oregon's bounty while promoting community health, rural and urban economic development, neighborhood revitalization, and tourism. Throughout the last several years, the James Beard Public Market has worked to establish Portland, Oregon, as the only city in the country with the rights to name a market after the city's most famous chef, James Beard. Often thought of as the father of American cooking, Beard was a Portland native. An early champion of local products and markets, Beard was a true food pioneer and his legacy includes the James Beard Awards – the “Oscars of the food world” and the most coveted honor in the culinary community. The James Beard Public Market is a project of the Historic Portland Public Market Foundation, which grew out of a citizen task force convened in 2000. Portlanders from many walks of life met almost monthly for more than two years to create a vision for a public market in Portland. To learn more, visit <http://www.jamesbeardpublicmarket.com>. (@jamesbeardpubmk)

## Snøhetta

Snøhetta values human interaction. All of our work strives to enhance our sense of place, identity and relationship to others and the physical spaces we inhabit, whether natural or human-made. Art museums, reindeer observatories, urban places and dollhouses receive the same care and attention to purpose. Essence, rather than trends drive our thoughts.

For over 25 years, Snøhetta has been designing civic and cultural projects internationally. Snøhetta began its career in 1989 with the competition-winning entry for the new library of Alexandria, Egypt. This was later followed by the commission for the Norwegian National Opera in Oslo, the National September 11 Memorial Museum Pavilion in New York, and the SFMOMA Expansion in San Francisco, which will open to the public in spring 2016. The office is currently working on the French Laundry Kitchen Expansion and Garden Renovation for Chef Thomas Keller in Yountville, California; the Redesign of Times Square, under construction in New York City; the Lascaux Caves Museum in France; and the New Central Library in Calgary, Canada. Snøhetta recently completed the Ryerson University Student Learning Centre, a student center and innovation hub in Toronto, and earlier this year, won a competition to re-design Norway's banknotes, which will go into circulation in 2017.

Among its many recognitions, Snøhetta received the World Architecture Award for the Bibliotheca Alexandrina and the Norwegian National Opera and Ballet, and the Aga Kahn Prize for Architecture for Alexandria Library. Since its completion in 2008, the Norwegian National Opera and Ballet has also garnered the Mies van der Rohe European Union Prize for Architecture and the EDRA (Environmental Design Research Association) Great Places Award, as well as the European Prize for Urban Public Space, The International Architecture Award and The Global Award for Sustainable Architecture in 2010.