

**Go to the market  
and see what to  
buy today!**

**M**arket  
**D**aily :)



**Sidoarjo**

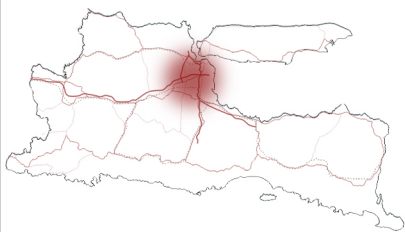
**GEOGRAPHIC LOCATION OF INDONESIA**



**LOCATION OF EAST JAVA PROVINCE**

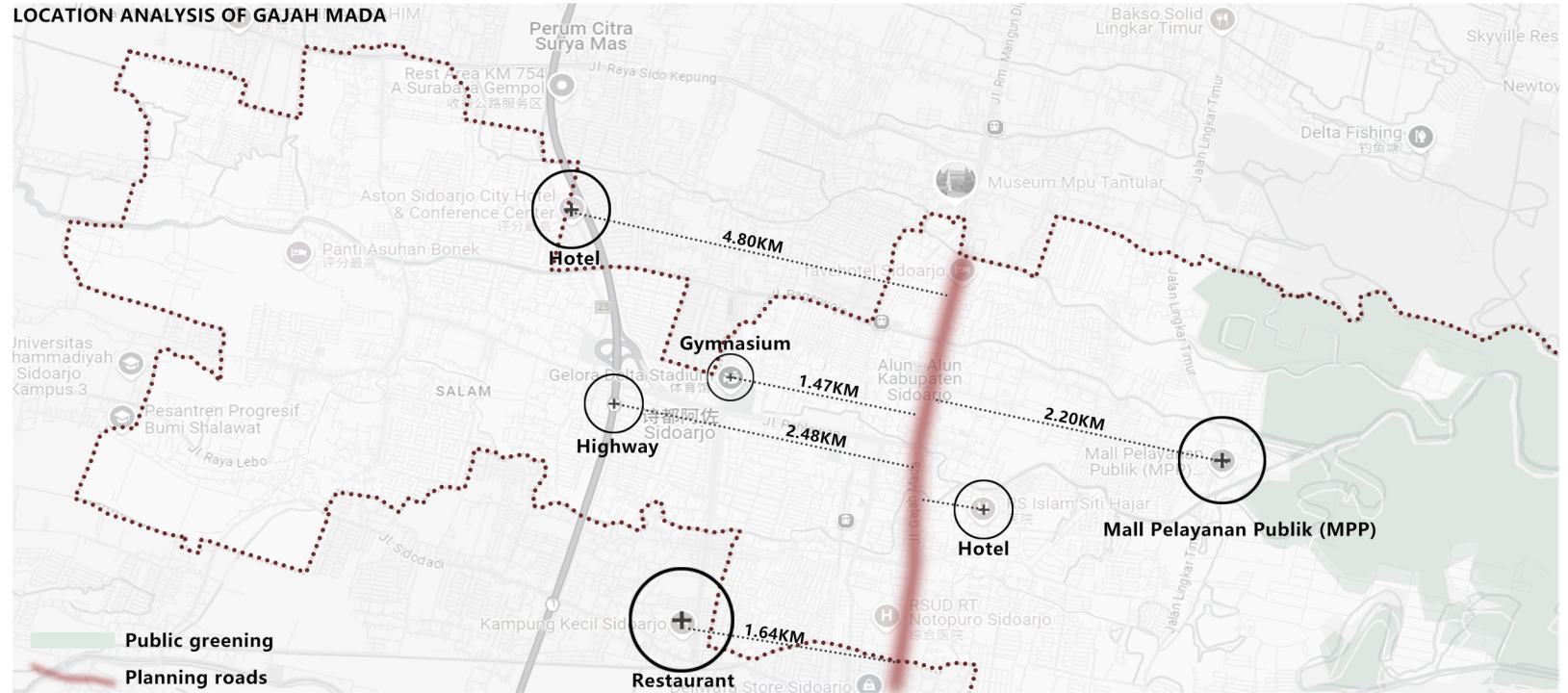


**LOCATION OF SIDOARJO**



**SIDOARJO IS A CITY IN EAST JAVA PROVINCE, INDONESIA, LOCATED SOUTH OF SURABAYA. THE COUNTY COVERS AN AREA OF 634.89 SQUARE KILOMETERS AND HAS A POPULATION OF 1549883 PEOPLE**

**LOCATION ANALYSIS OF GAJAH MADA**



**LOCATION ANALYSIS OF DESIGN SITE**



DESIGN SITE AREA  
BUILDING AREA

## Regional cultural background analysis

### Traditional textile craft

Batik is one of Indonesia's ancient treasures. Batik art has a long history. Batik paintings or Indonesian clothing are widely loved by tourists.



### Mosque Church

Islam has a profound influence on local culture and society. There is a mosque near the design block, and local customs and etiquette are guided by Islam.



### Shadow Puppetry

Javanese shadow puppetry was once the mainstay of cultural life for everyone in Indonesia, from the royal family to the common people, and is regarded as the national quintessence of Indonesia.

### Lapindo Mud

Promote regional economic development and alleviate the impact of the Lapindo mud disaster.

### Tropical Products

Indonesia's unique tropical climate conditions give it rich tropical fruit resources and high-quality tropical crops. While reflecting Indonesia's unique national customs, it is also highly competitive in the international market.

# Crowd Analysis



Visitors  
↓  
rest area



Children  
↓  
play space



Community residents  
↓  
Social activity space



mosque congregation  
↓  
worship activities

## Venue issues

Traffic chaos and mixed traffic.

Narrow pedestrian space and lack of vitality in the streets.

Lack of public space and commercial vitality.

The buildings in the block are old and the appearance is poor.

## Solutions

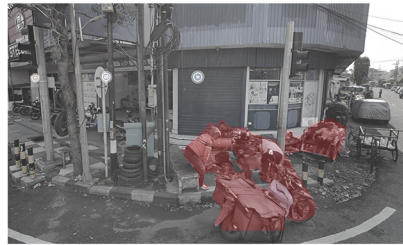
Design centralized parking lot

Separation of people and vehicles  
Use green belts to separate

Designing an overhead market and "street calendar".

Update the facades of shops along the street.

### Traffic safety issues on road turns



### Messy wires affect visual perception



### Lack of greenery in the neighbourhood



### Random parking takes up traffic space



### Traffic chaos on the lanes



### Lack of walking space



## Demand-oriented

The local market is always crowded with people and motorcycles. I always worry about being hit.

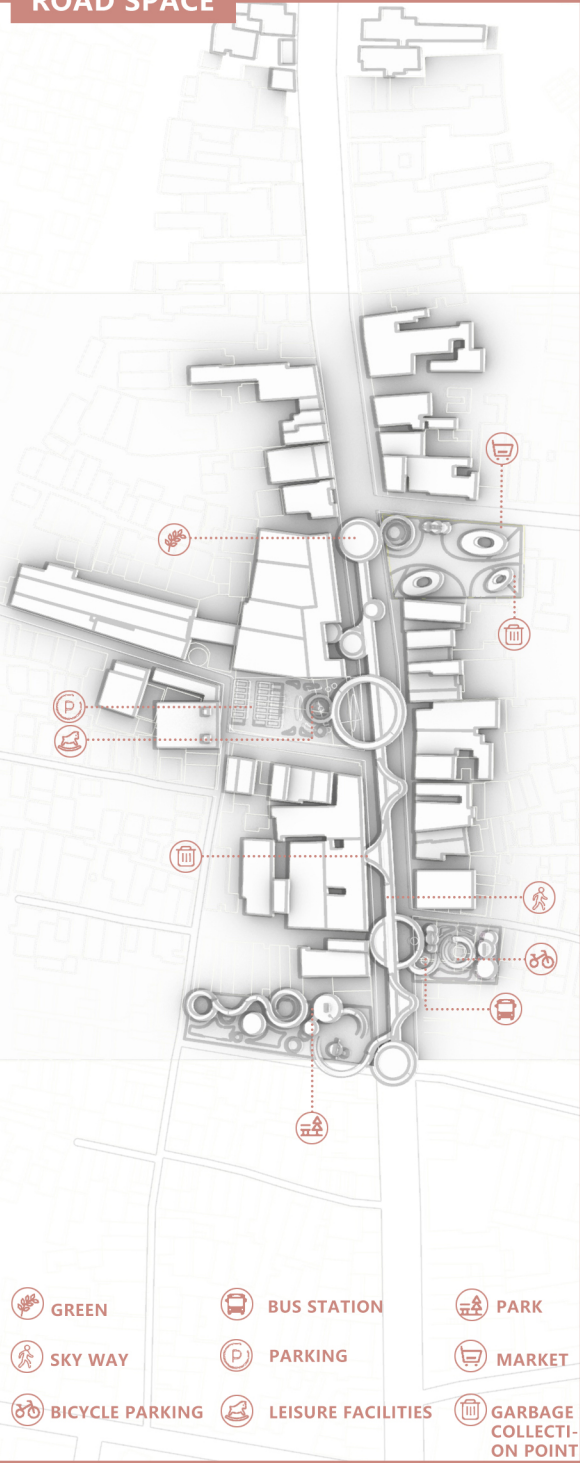
By the way, the sidewalk is too narrow and sometimes there are cars parked on it.

It supposed to be the only park in this neighborhood. It is clean and safe. But unfortunately, a parking lot is constructed in the center of the park, so maybe it is a waste of space to build a park... I have no idea.

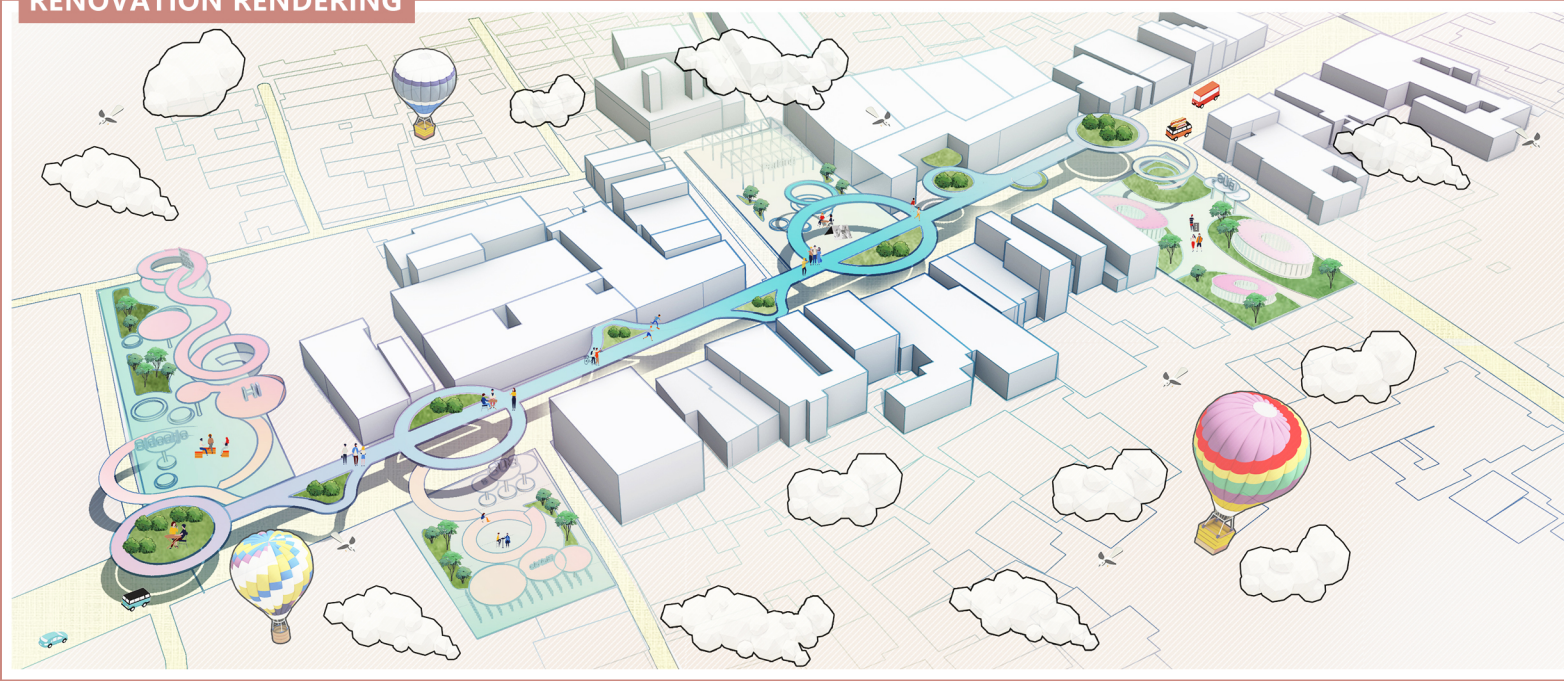
I want to enjoy the panoramic view of this winding river, but I cannot find a proper observation deck. Too many wires blocked out my view.



## ROAD SPACE

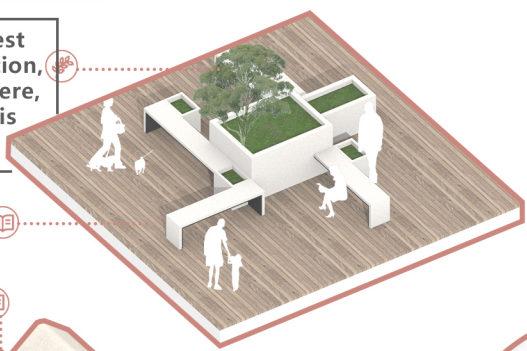


## RENOVATION RENDERING

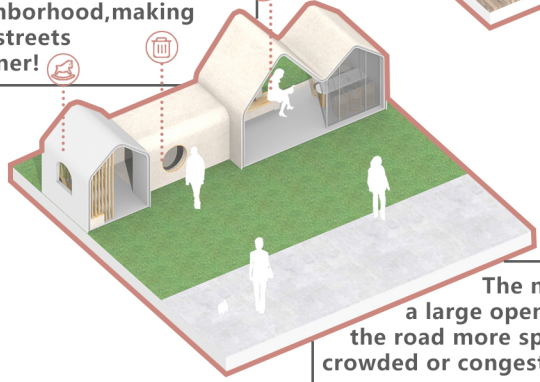


## NODE ISOMETRIC DIAGRAM

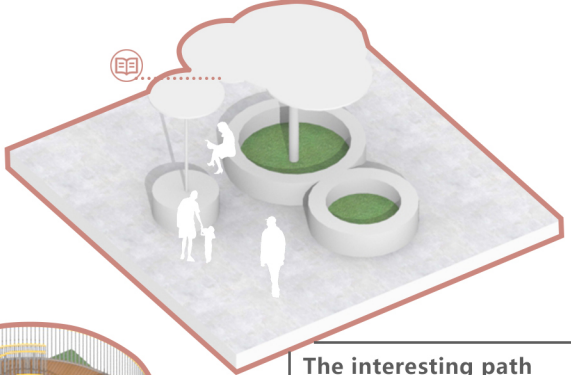
The original block had no rest space, but after the renovation, everyone can stay and rest here, and the community vitality is even more vigorous!



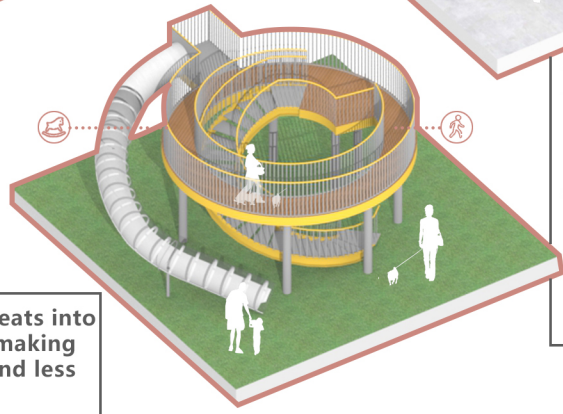
Household waste can be disposed of at the garbage collection nodes in the neighborhood, making the streets cleaner!



The node retreats into a large open space, making the road more spacious and less crowded or congested!



The interesting path trajectory of the skywalk attracts people to experience!



The newly added park makes the originally narrow and "impenetrable" streets feel breathable and breathable!

# Node

## Node One

Prominent signage welcomes friends from all over the world to our West Dolzo

Oh my god, I'm so handsome. The little girl next to me won't be stunned by my handsomeness, will she?

I'm dressed so beautifully today, even while waiting for the bus, I still want to put on a beautiful look!

Exercise! Exercise!  
I want to be healthy!  
I want a beautiful figure!  
(muttering)

## Node Two

Hey, the pressure of life is so high, the tuition fees for our child's school are still uncertain, and our wife can't find a job. We don't want to make them sad But by the way, this bus stop is really beautiful!

"S" : Oh my! I fell down.  
Mom,help!!!!

I will work hard to practice guitar, and when I become famous, perhaps I will still miss this small and lovely land.

## Node Three

The fifteenth order I received today, I must complete it well, but fortunately, I can sit here and rest for a while.

If I had known I wouldn't be wearing high heels today, it would have been troublesome if there were stones in the shoes. Fortunately, I can pay for them here.

Today we will definitely make a beautiful movie!! I want to post the photos on YouTube, hoping to receive a lot of likes, after all, this is a check-in spot.

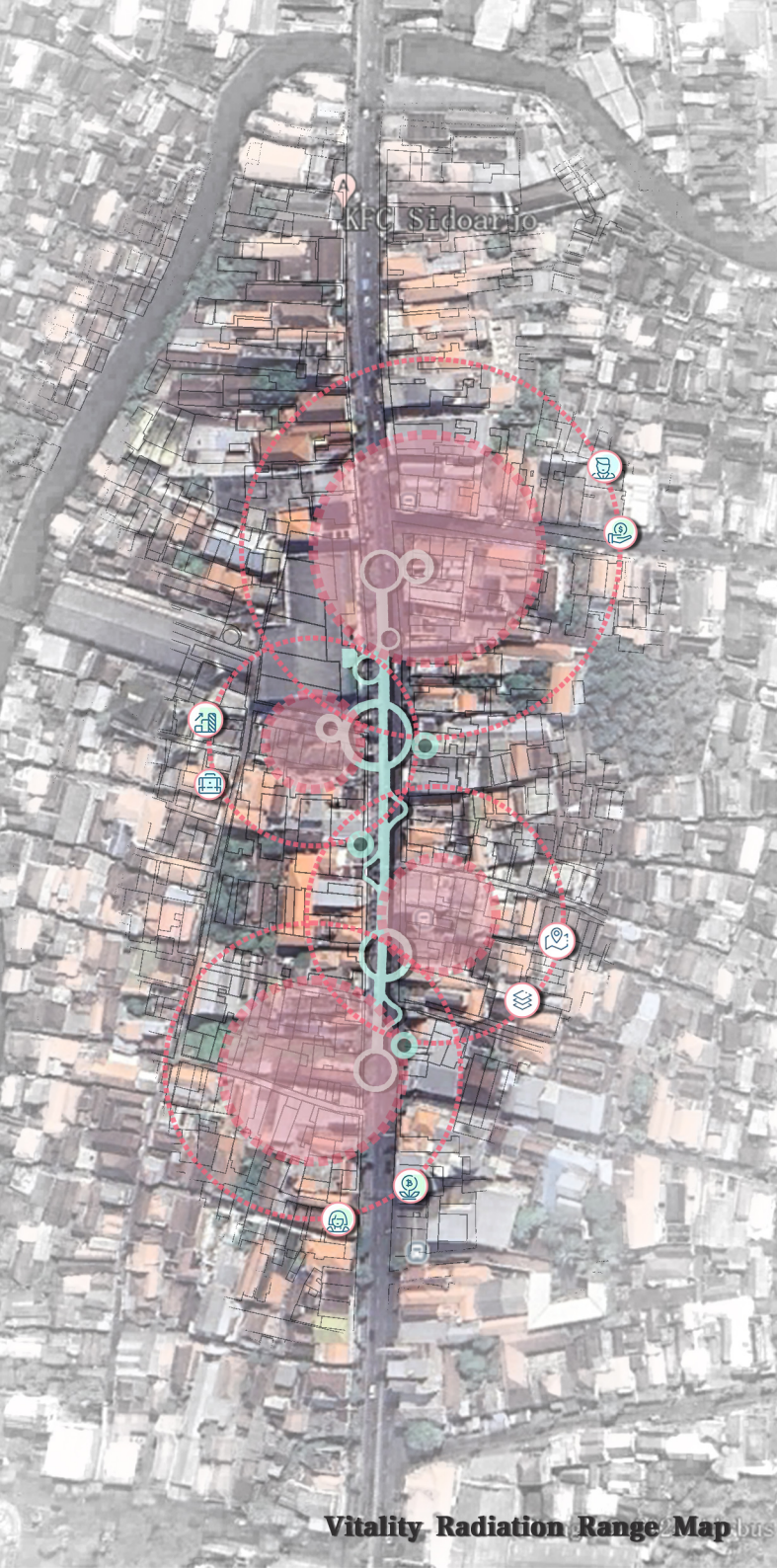
I have never been so close to the tree canopy before

## Node Four

This is both a bus stop and a nominal starting point for our designed market. We have gathered three small shops in this area to attract people and guide them onto our central walkway, making the entire design a starting and ending process.

Lying here is so comfortable, not only can't you get the sun, but you can also enjoy the beautiful eaves swaying in the wind, so comfortable that you feel like sleeping.

In this bustling city and crowd, I can actually find a moment of peace here. The gentle sunshine falls, the gentle breeze caresses, I close my eyes, my heart is filled with peace and freedom.



Vitality Radiation Range Map

## Neighborhood Vitality Analysis



Increased community vitality  
Improve neighborhood popularity



Skywalk attracts tourists  
from surrounding areas.



Carry out local characteristic activities  
on different dates to help promote local  
culture and boost industry vitality.



Providing opportunities for  
children to connect with nature



Promote economic  
development



Rich marketing activities  
increase crowd interaction

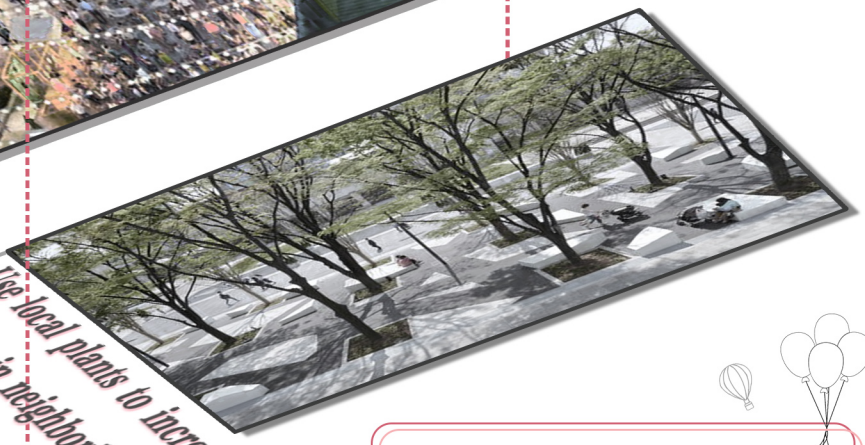
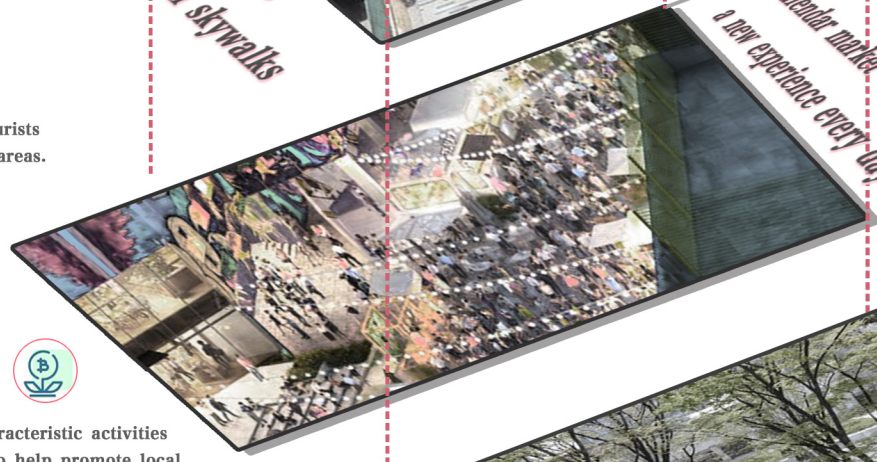
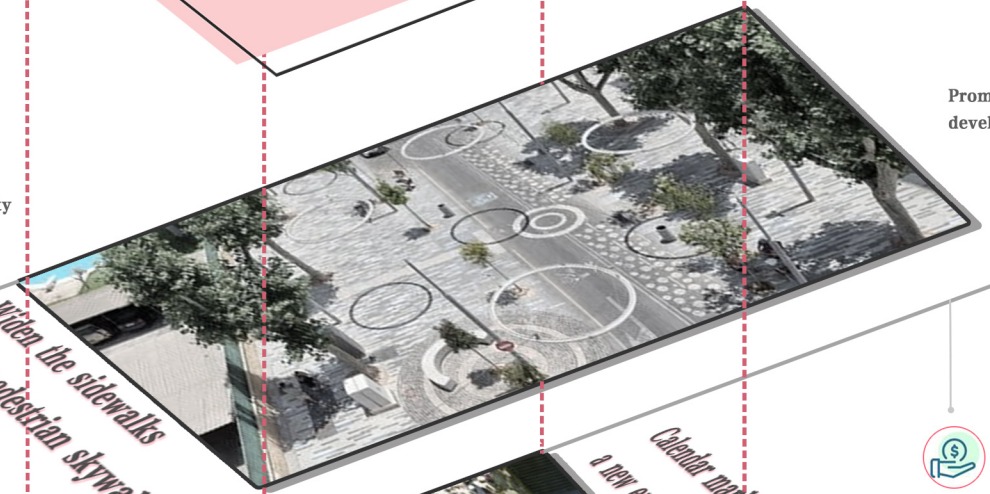


● The design of the calendar block market allows people to interact with each other, making the entire block full of vitality, while also radiating vitality to the surrounding areas.

*Widen the sidewalks  
design pedestrian skywalks*

*Calendar market -- giving visitors  
a new experience every day*

*Use local plants to increase  
greenery in neighborhoods*



Native  
fruits



Culinary  
specialties



Handicrafts



## Four Seasons Colorful Market Calendar

In order to create a platform for community cultural activities that is full of vitality throughout the year, we have carefully planned the "Four Seasons Colorful Market Calendar".

In order to create a platform for community cultural activities that is full of vitality throughout the year, we have carefully planned the "Four Seasons Colorful Market Calendar". Inspired by the changing seasons and featuring local fruits, delicacies and local crafts, the calendar features a monthly market with a different theme, aiming to promote cultural exchange, revitalize the local economy, develop tourism and improve the quality of life of residents.

### Operational Arrangement:

1. Set up a theme bazaar every month according to the characteristics
2. Set up regular bazaars every month to continuously activate residents' spending power
3. Arrange similar theme products on the adjacent date to create an agglomeration effect and give full play to the advantages of the combination



# NONO

## January

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6 ☕
7 ☕	8	9	10	11	12	13
14	15 📅	16 🍲	17 🍰	18 🌿	19	20
21 🍷	22	23	24	25 🌿	26	27
28	29	30	31			

## February

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3 ☕
4 ☕	5	6	7	8	9	10
11	12 🌿	13 🍷	14	15 📅	16 🍲	17 🍰
18	19	20	21	22	23	24
25	26	27	28	29		

## March

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2 ☕
3 ☕	4	5	6	7 📅	8	9
10 🌿	11 🍷	12	13	14	15 📅	16 🍲
17 🍰	18	19	20	21	22	23
24	25	26	27	28	29 🍷	30 🍷
31						

## April

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6 ☕
7 ☕	8	9 🌿	10	11	12	13 🍷
14 🍷	15 📅	16 🍲	17 🍰	18	19 🍷	20
21	22	23	24	25	26	27
28	29 🍷	30				

## May

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3 ☕
4 ☕	5 ☕	6	7	8	9	10 🌿
11	12	13	14	15	16 📅	17 🍰
18	19	20	21 🍷	22	23	24
25	26	27	28	29 🍷	30	31

## June

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7	8
9	10 🌿	11	12	13 🍷	14	15 📅
16 🍲	17 🍰	18	19	20 🍷	21	22
23 🍷	24	25	26	27 🍷	28	29 🍷
30						

## July

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7 ☕	8
9	10 🍷	11	12	13 🍷	14	15 📅
16	17 🍷	18	19	20	21	22
23	24 🍷	25	26	27 🍷	28	29
30	31					

## August

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7	8
9	10	11	12	13	14	15 📅
16 🍲	17 🍰	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## September

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7 ☕	8
9	10	11	12	13	14	15 📅
16 🍲	17 🍰	18	19	20	21	22
23	24	25	26	27	28	29
30						

## October

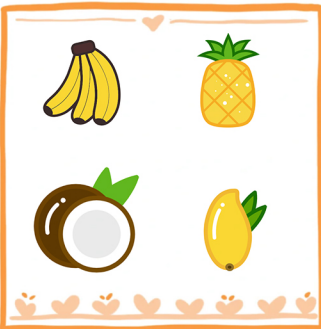
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2 ☕	3	4	5	6	7	8
9	10	11	12	13	14	15 📅
16 🍲	17 🍰	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## November

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7	8
9	10	11	12	13	14	15 📅
16 🍲	17 🍰	18	19	20	21	22
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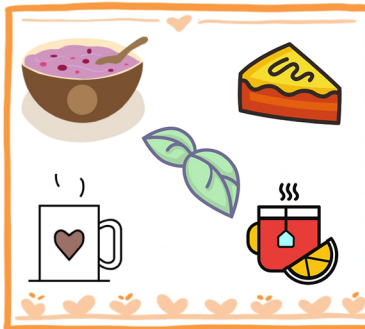
## December

SUN	MON	TUE	WED	THU	FRI	SAT
						1 ☕
2 ☕	3	4	5	6	7	8
9	10	11	12	13	14	15 📅
16 🍲	17 🍰	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



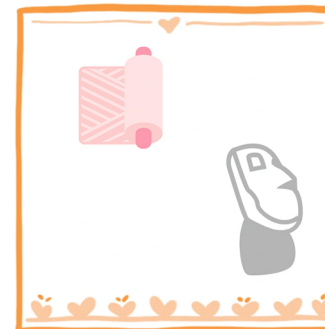
### Native fruits

banana  
pineapple  
Coconut products  
mango



### Culinary specialties

Nests  
mille-feuille cake  
Tongkat Ali  
coffee  
black tea



### Handicrafts

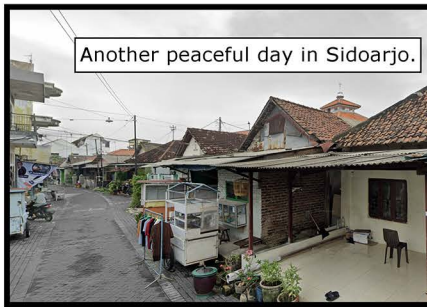
textiles  
woodcarving

# Market Daily :)



**Market Daily** is a calendar App with the function of telling you the daily information about what is happening on local markets.

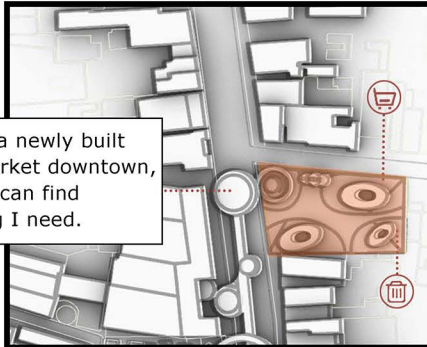
## RESIDENTS



Another peaceful day in Sidoarjo.



The calendar suggests that I can go out for some Nasi Goreng and see Jasmine blossom today. That's a good idea.

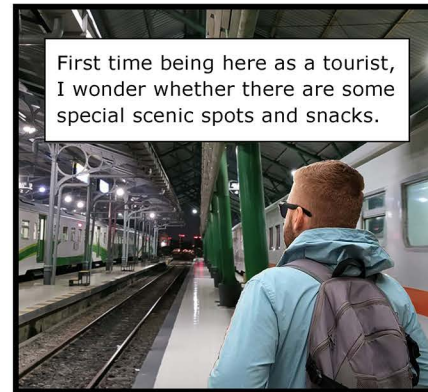


There's a newly built local market downtown, where I can find anything I need.

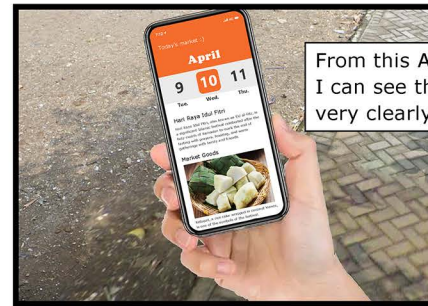


So delicious and fresh!

## TOURISTS



First time being here as a tourist, I wonder whether there are some special scenic spots and snacks.



From this App, I can see them very clearly.



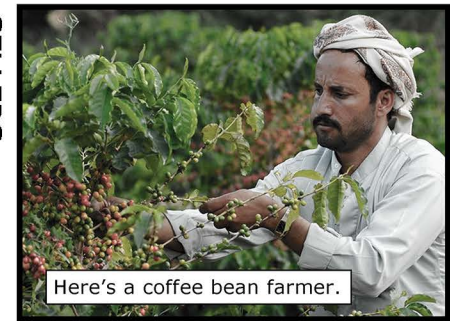
Went to local mosque.



During Eid al-fitr festival, some streets are selling ketupat, one of the festival foods. I bought one.



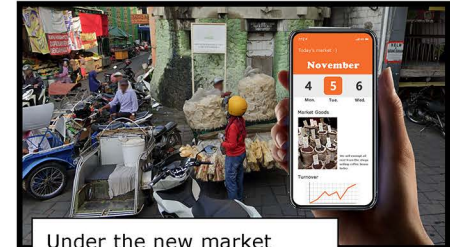
## SELLERS



Here's a coffee bean farmer.



He drove his van to the market almost everyday to sell his coffee beans.



Under the new market model, he could potentially be exempted from his rent. This model can also inspire other vendors.



Download now!