

How to Create a Sense of Place at a Farmers Market

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why does a sense of place matter?

people dont go to “non places”

Great places attract people.

great places
+
people
+
organic interactions
=
building community

where do people want to spend time ?

Destination and attractions



identity - image - ritual





welcoming - inviting - safe

build a room

ALLEY FAIR



thinking about senses





needs

If there is some where to sit ,people
will sit there - Jan Gehl



more time = more sales

How do you know if you made a 'place'?

You know the feeling....

You know the photo....



GLÜHWEIN

WÜRST
BIER HALL





use your space! test it

look at it as if for the first time

observe how people use it

incremental changes

test - observe - iterate

Thanks

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