

We Cook | Interior Design | Tel Aviv University | Azrieli School of Architecture

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The Market, located at the foothills of Mount Carmel, paints the streets of old Haifa. The sounds, the smells, people's voices and traditional foods, take us from stand to stand and tell us the story of the market. At the edge of the market is a Bauhaus building from the 40's, The Talpiot Market Building, which was once a central part of the market and over the years only the activity in the basement leaves a memory.

Today, on the entrance level, you can see the market leaking into the building by the older residents. The idea of creating 'We Cook' came following this recognition, and our desire to turn the Talpiot market into a more communal and vibrant place and to bring it back to its former glory. This recognition, helped us choose to focus on the entrance level which will attract activity from the outside market and bring back life to the inside.

As a continuation to the colorful market, our kitchen creates a meeting point for different scents, tastes and people. We appeal to the amateur cooks, to the young start-up developers and to the one dreaming of opening a restaurant. We offer a culinary experience which starts in the market, continues in the cooking and ends in a plate. The activities will include private cooking and entertaining, cooking classes as well as kitchen spaces for small businesses.

The 'We Cook' design is inspired by the impermanence of the market, built completely by scaffolding allowing for change and flexibility within the space. At the crack of dawn, the market fills with peddlers pouring their personal content onto their stand. In this way we see the space we are designing.

Our Kitchens are inspired by the opening of the "Basta" (Market Stall) in the market. The kitchen in its primary state is closed, and with the arrival of the cook the kitchen can be opened in several ways, from a cube shape to the creation of a continuous table. Upon arrival every cook turns the kitchen from an industrial one to a personal one.

In addition, the structure of the Talpiot market, designed by the architect Moshe Gerstel, creates a game between heaviness and emptiness, by forming different textures in the structure. The grid, a conspicuous feature in the structure creates a game of lights and shadows, changing rhythms and forming connections between different spaces.

The grid was the basis for our design for this project. The entrance level is full of columns that dictate a significant grid for the design. We created a double metal grid that fits on these pillars, and the form of the filling which changes in color as well as in materials and in opaqueness, create dynamic screening in the space.

The grids we created are the anchor of our project. When active, all cooking elements are drawn out from the pillars, starting with kitchens and chairs all the way to the dry goods. The space has a wide range of positions, from its closed mode to its open "Basta" mode where the kitchens get closer and closer to the point of physically meeting.

When 'We Cook' is in full activity, the creation, the cooking and the food, form an experience of multi-cultural collaboration, which awakens all our senses.