

Pike Place Market Interpretation



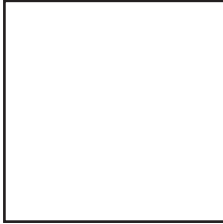
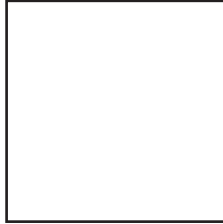
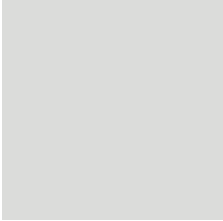
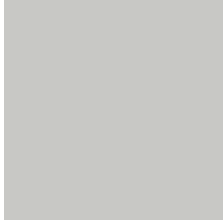


Fabrication approach

Fabrication Overview

Wall Graphics (Locations 1–5)

- Will use digitally printed adhesive vinyl products
- Conforms to textured surfaces using heat
- Can be removed (by fabricator) as needed
- All locations (except Desimone Bridge) include an anti-graffiti laminate

Pantone Colors

Black: Black 6 C	Red: 485 C	Color Match to Desimone Bridge (TBD)	Color Match to Info Booth (TBD)
			
Background: Cool Grey 1 C	Light Grey: Cool Grey 3 C	Medium Grey: Cool Grey 6 C	Dark Grey: Cool Grey 9 C
			

Replacement Kiosk Panels & Pergola

- Will use porcelain enamel panels
(current kiosk panels are porcelain enamel)
- Highly durable and non-fading
- Panels can be removed / changed if needed

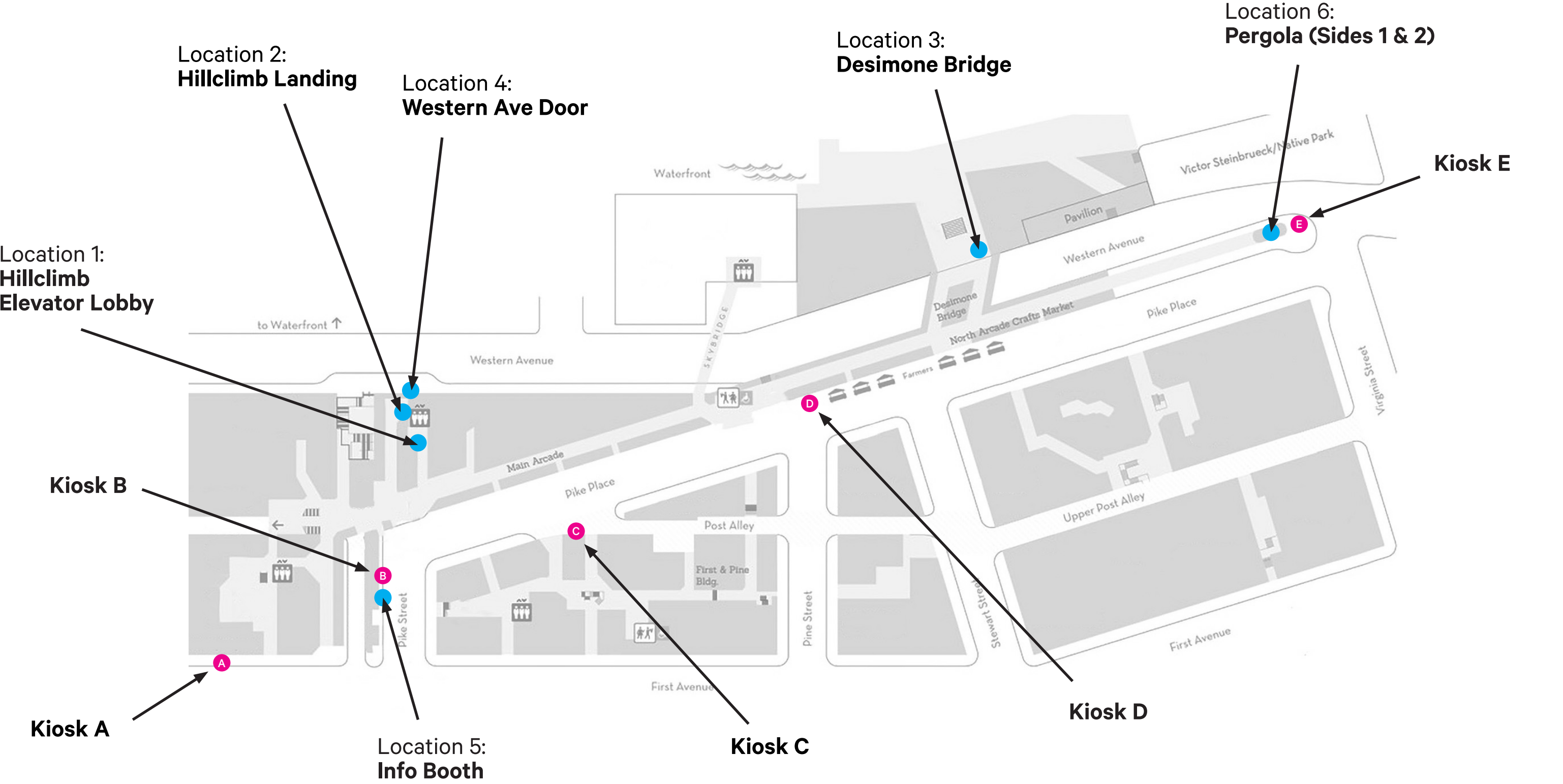
Typography

Titles, captions: Mokoko VF Bold Body text: Univers 55 Roman

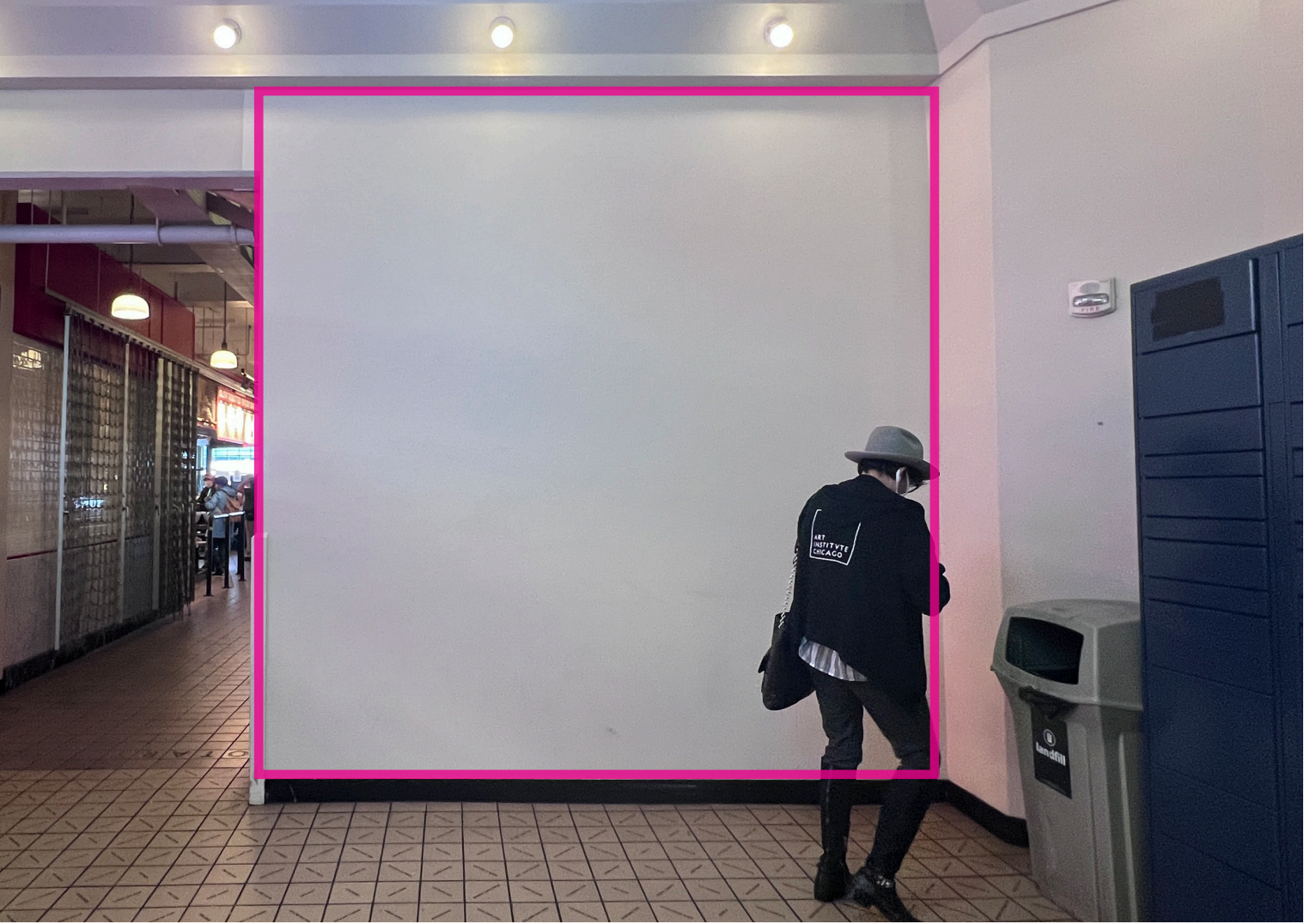
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Interpretation Locations



Location 1: Hillclimb Elevator Lobby



Fabrication approach:
Inkjet print on cast adhesive vinyl material with anti-graffiti laminate

Detailed specs:
Inkjet print on 3M 180-10 vinyl
Anti-graffiti laminate: 3M 8590 48"

Location 1: Hillclimb Elevator Lobby: Visualization of artwork in place



Location 1: Hillclimb Elevator Lobby: Visualization of artwork in place

Come for the Apples, Stay for the Coffee

Seattle has a long history as a regional marketplace and global business hub. Here at the Market, that story began in the Main Arcade (which you are about to enter), where local farmers and produce sellers attracted throngs of customers, which then attracted other food-related businesses. These owner-operated specialty stores sold coffee, spices, butter, eggs, and cheese, alongside multiple butchers and fishmongers. Before long, Seattle residents could find everything they needed by shopping at the Market. This story continues today with the Market's more than 500 small, independently owned and operated businesses.

Location 2: Hillclimb Landing

125"

80"



Fabrication approach:

Inkjet print on adhesive vinyl that is made for textured surfaces, with anti-graffiti laminate

Detailed specs:

3M 8624 Adhesive Vinyl for Textured Surfaces Material

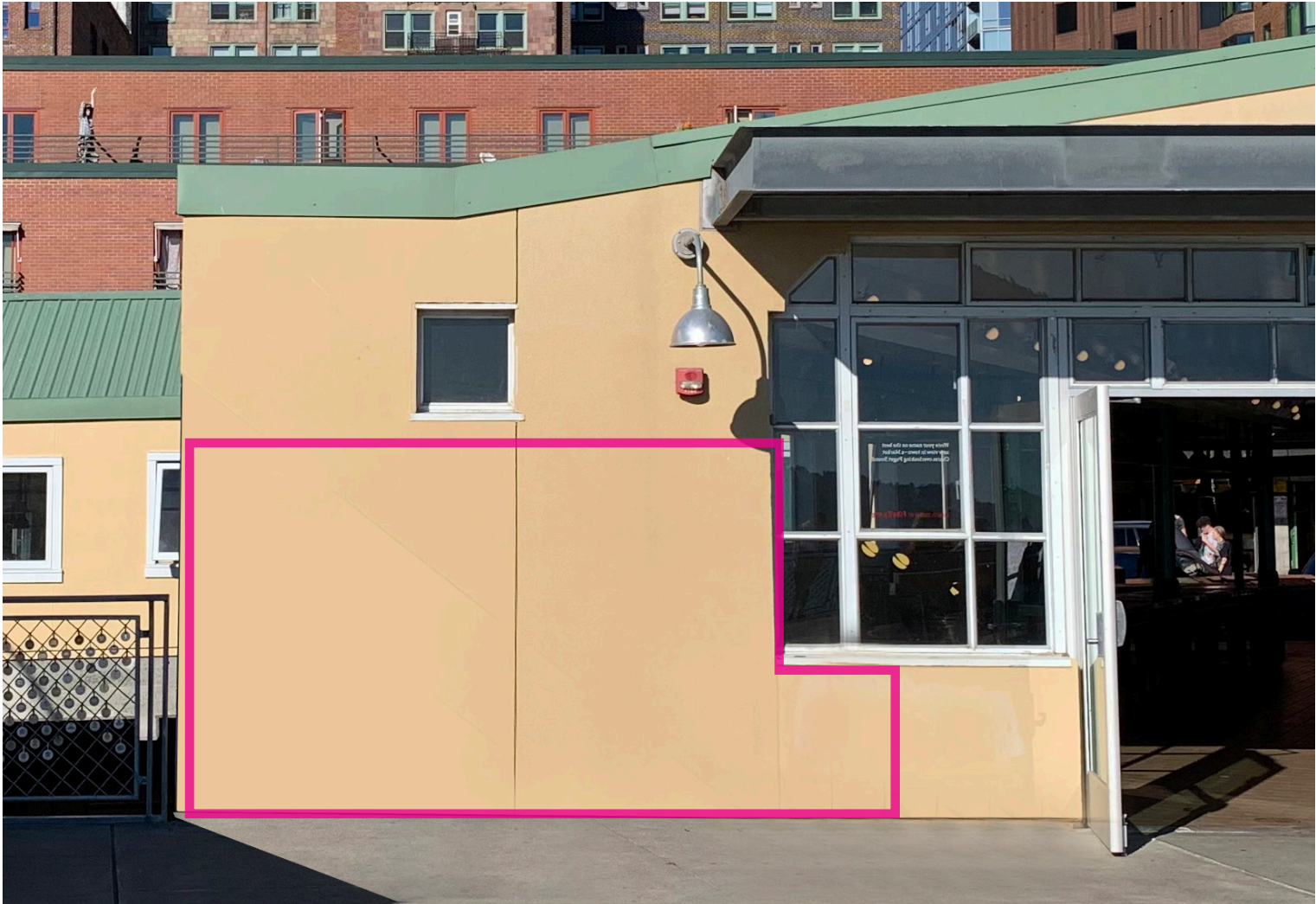
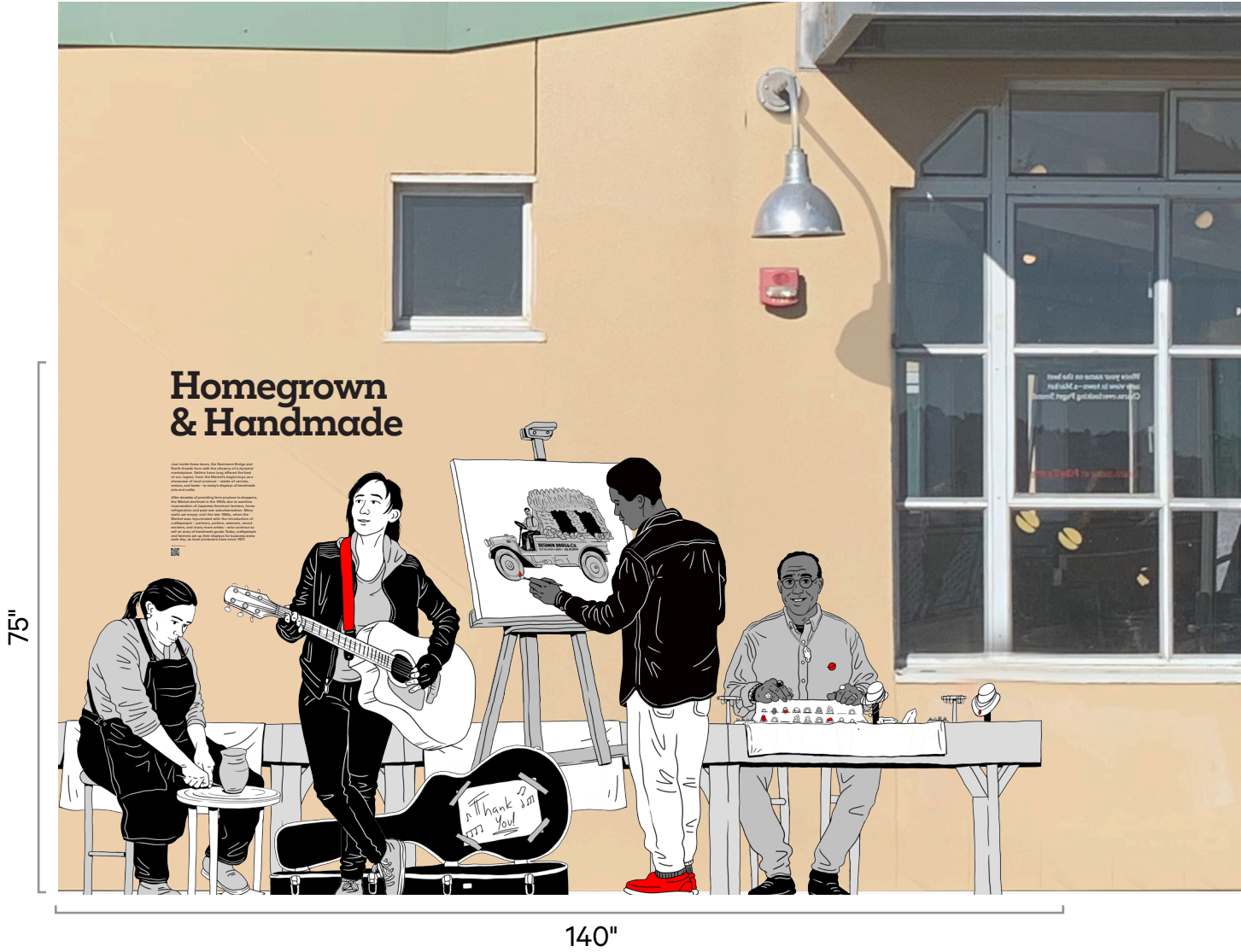
3M 8590 48" anti-graffiti laminate

Location 2: Hillclimb Landing

A Neighborhood "DownUnder"

The Market's lower floors have long teemed with variety. Everything from cold storage to a library branch and a bakery filled the warren of spaces before World War II. Since the 1950s, the variety of small businesses filling every corner of these lower levels, in addition to the Market's lower rents and community of support, created Seattle's largest incubator of new, independent businesses. They make the "DownUnder" a thriving labyrinth of shops including antique dealers, collectible shops, bookstores, art, imports, a magic shop, and one of the oldest comic book shops in the world.

Location 3: MarketFront / Desimone Bridge



Fabrication approach:
Inkjet print on adhesive vinyl that is made for textured surfaces. A specialty adhesive vinyl is required due to the heavy texture of the wall surface, so anti-graffiti laminate is not available for this product. Vinyl covers area shown with illustration background color matched to wall.

Detailed Specs:
Print on 3M 8624 vinyl
3M 8524 Adhesive Vinyl for Textured Surfaces Material

Location 3: MarketFront / Desimone Bridge

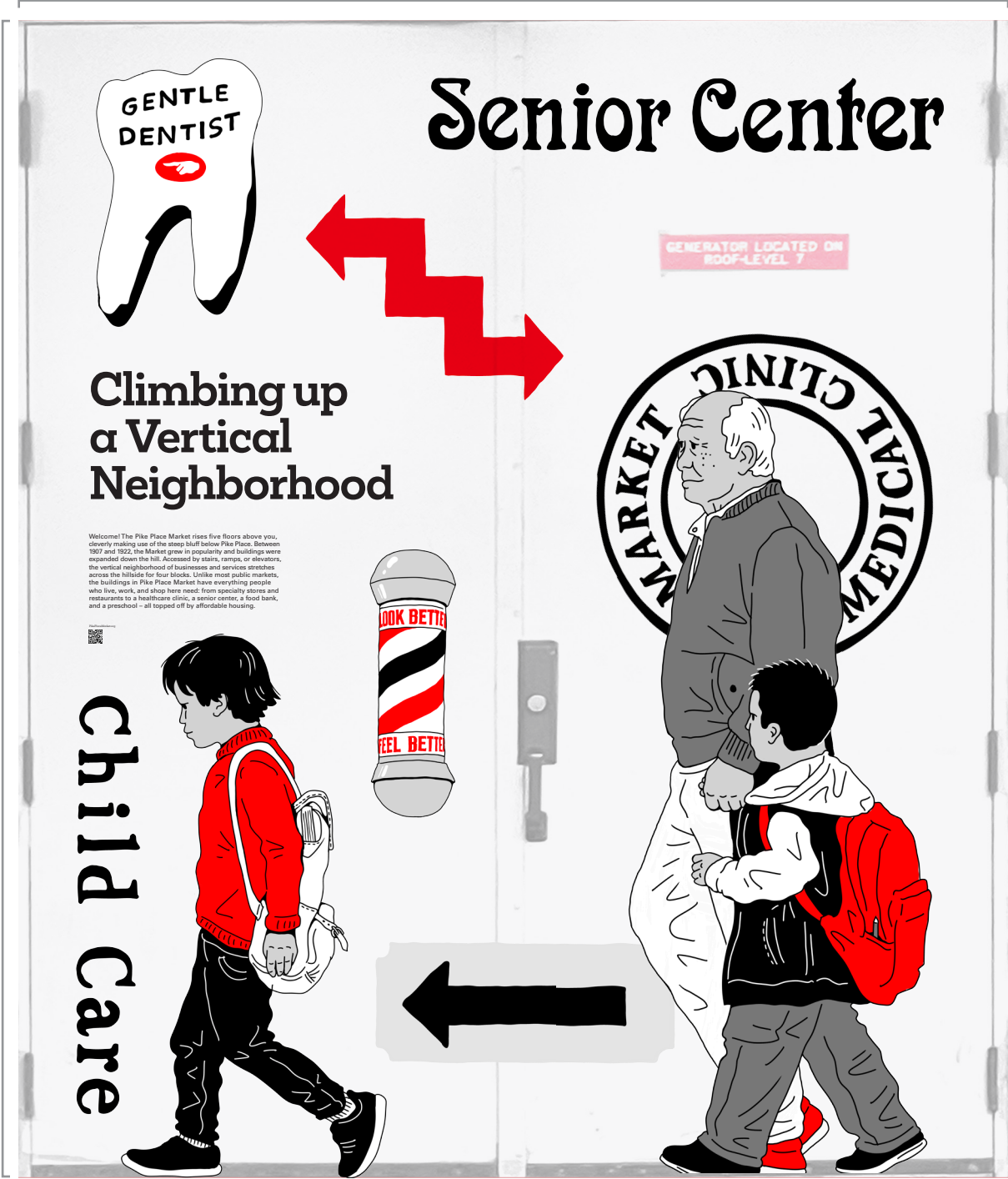
Homegrown & Handmade

Just inside these doors, the Desimone Bridge and North Arcade hum with the vibrancy of a dynamic marketplace. Sellers have long offered the best of our region, from the Market's beginnings as a showcase of local produce – stacks of carrots, onions, and beets – to today's displays of handmade arts and crafts.

After decades of providing farm produce to shoppers, the Market declined in the 1950s due to wartime incarceration of Japanese American farmers, home refrigeration and post-war suburbanization. Many stalls sat empty until the late 1960s, when the Market was rejuvenated with the introduction of craftspeople – painters, potters, weavers, woodworkers, and many more artists – who continue to sell an array of handmade goods. Today, craftspeople and farmers set up their displays for business anew each day, as local producers have since 1907.

Location 4: Western Ave Door

74.5"



Fabrication approach:
Inkjet print on cast adhesive vinyl material with anti-graffiti laminate

Detailed specs:
Inkjet print on 3M 180-10 vinyl
Anti-graffiti laminate: 3M 8590 48"

Location 4: Western Ave Door

Climbing Up a Vertical Neighborhood

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Location 5: Info Booth

114.25"

82.25"



Fabrication approach:
Inkjet print on cast adhesive vinyl material with anti-graffiti laminate.
Applied in rectangular sections with illustration background color matched to info booth paint color.

Detailed specs:
Inkjet print on 3M 180-10 vinyl
Anti-graffiti laminate: 3M 8590 48"

Location 5: Info Booth

Meet the Producers

As onion prices soared, farmers and customers soured, and the Market was established on August 17, 1907.

The City Council granted space for a public produce market on Pike Place and a handful of farmers gathered at this very corner. Within a week, dozens more farmers joined them. Over time, the Market developed into a diverse community of immigrant and American-born farmers and merchants.

Prior to 1942, Japanese American farmers filled a majority of the stalls before their removal from Western Washington and incarceration during World War II. This forever altered the public market. The Song of the Earth mural, above the Market entrance to your right, was placed in their honor in 1998. Today, local farmers and craftspeople fill the Market arcades.

From its humble beginnings the Market grew into today's 9acre historic district, a neighborhood comprised of more than 30 buildings and public spaces.

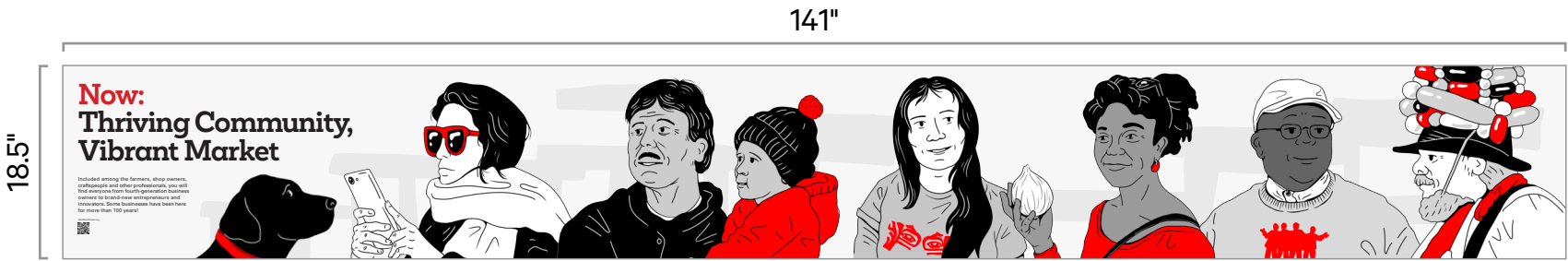
Location 6: Pergola



Fabrication approach:
Porcelain enamel panels of 16-gauge steel.

Comprised of 2–3 flat graphic panels per side, laminated to a single, 141” x 18.5” powder-coated aluminum plate with stand-off support structure, for a single monolithic unit. Held within a welded aluminum, powder coated, structural frame. Attached to bench with powder-coated aluminum brackets.

(Support structure details to be shown in shop drawings as part of fabrication development process.)



Side A



Side B

Location 6: Pergola

Now: Thriving Community, Vibrant Market

Included among the farmers, shop owners, craftspeople and other professionals, you will find everyone from fourth-generation business owners to brand-new entrepreneurs and innovators. Some businesses have been here for more than 100 years!

Then: Thriving Market, Vibrant Community

The generations of immigrants who came to Seattle and built their lives and businesses here have been key to the Market's success. Low costs, essential and diverse goods, and a welcoming community have built a thriving market that is a world-renowned destination.

Kiosks (Qty. 5)



Fabrication approach:
(Only one panel per kiosk to be changed. Others remain as-is).

Porcelain enamel flanged panels of 16-gauge steel.

1/2” Richlite Panel, color R100 (Maple Valley) to match MarketFront kiosks approved through MHC COA 155/16, pin mounted, laminated to the 17.25” x 26.5 flanged panels.

 Richlite R100
Maple Valley

Existing kiosk panels are mounted onto wood panels which are rotting.

Winsor Fireform Fabrication Aluminum Concealed Framing System (CFS) fabricated for the flanged panels, for a turn-key installation.

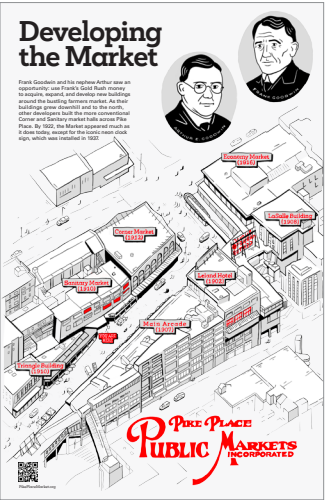
(Attachment details to be shown in shop drawings as part of fabrication development process.)



Kiosk A



Kiosk B



Kiosk C



Kiosk D



Kiosk E

Kiosk A

Keeping the Market, Saving a Community

The Market came under a serious threat of demolition from urban renewal in 1964, and the Friends of the Market, led by Victor Steinbrueck, waged a grassroots battle to stop the wrecking ball. They succeeded by passing a citizens' initiative in 1971 that established the Pike Place Market Historical District and the commission, which regulates use and design to preserve the character and authenticity of the Market — its buildings, businesses and uses.

Kiosk B

Building on a Strong Foundation

Hi, I'm Rachel the Piggy Bank, the mascot of the Pike Place Market Foundation and the biggest PIG-lanthropist in town! Since 1986, shoppers have stuffed me full of coins and bills from around the world to fund vital services in the Market such as a food bank, senior center, preschool, medical clinic, and more. Donate and rub my nose for good luck!

Rachel the Piggy Bank gets her name and look from a real, prize-winning pig named Rachel – a 770-pound behemoth and the 1985 prize-winning pig at the Island County Fair.

Kiosk C

Developing the Market

Frank Goodwin and his nephew Arthur saw an opportunity: use Frank's Gold Rush money to acquire, expand, and develop new buildings around the bustling farmers market. As their buildings grew downhill and to the north, other developers built the more conventional Corner and Sanitary market halls across Pike Place. By 1922, the Market appeared much as it does today, except for the iconic neon clock sign, which was installed in 1937.

Kiosk D

Farmers are Fundamental

The Market's marvelous flowers, fruits, vegetables, eggs, dairy products, and meats don't have to travel far. They come from farmers working the region's rich agricultural land. As suburbanization, rising land prices, and climate change have made farming more difficult, the Market supports the farmers who are at the heart of its mission.

The "Meet the Producer" sign at the entrance of the Market references a foundational principle: Table space is assigned only to those who raise, produce, or make the goods they sell.

Kiosk E

Who Keeps the Lights On?

Established in 1973, the Pike Place Market Preservation and Development Authority (PDA) preserves and manages the core of the historic Market. The PDA's stewardship of the Market ensures its preservation and smooth operation. It oversees and supports over 500 small, independently owned businesses, nearly 400 apartments, and maintains the Market for the thousands of people who live, work, shop, and access services here each day.

"Good lighting puts a customer in a pleasant frame of mind."

Arthur Goodwin, President of the Pike Place Public Markets, Inc. 1925 – 1941

As you walk through the Main Arcade and North Arcade within the Market, take note of the more than 300 dark-green hooded lights. These lights are a unique feature in the Market and have kept the Market brightly lit for over 100 years – some dating back to the early 1920s.