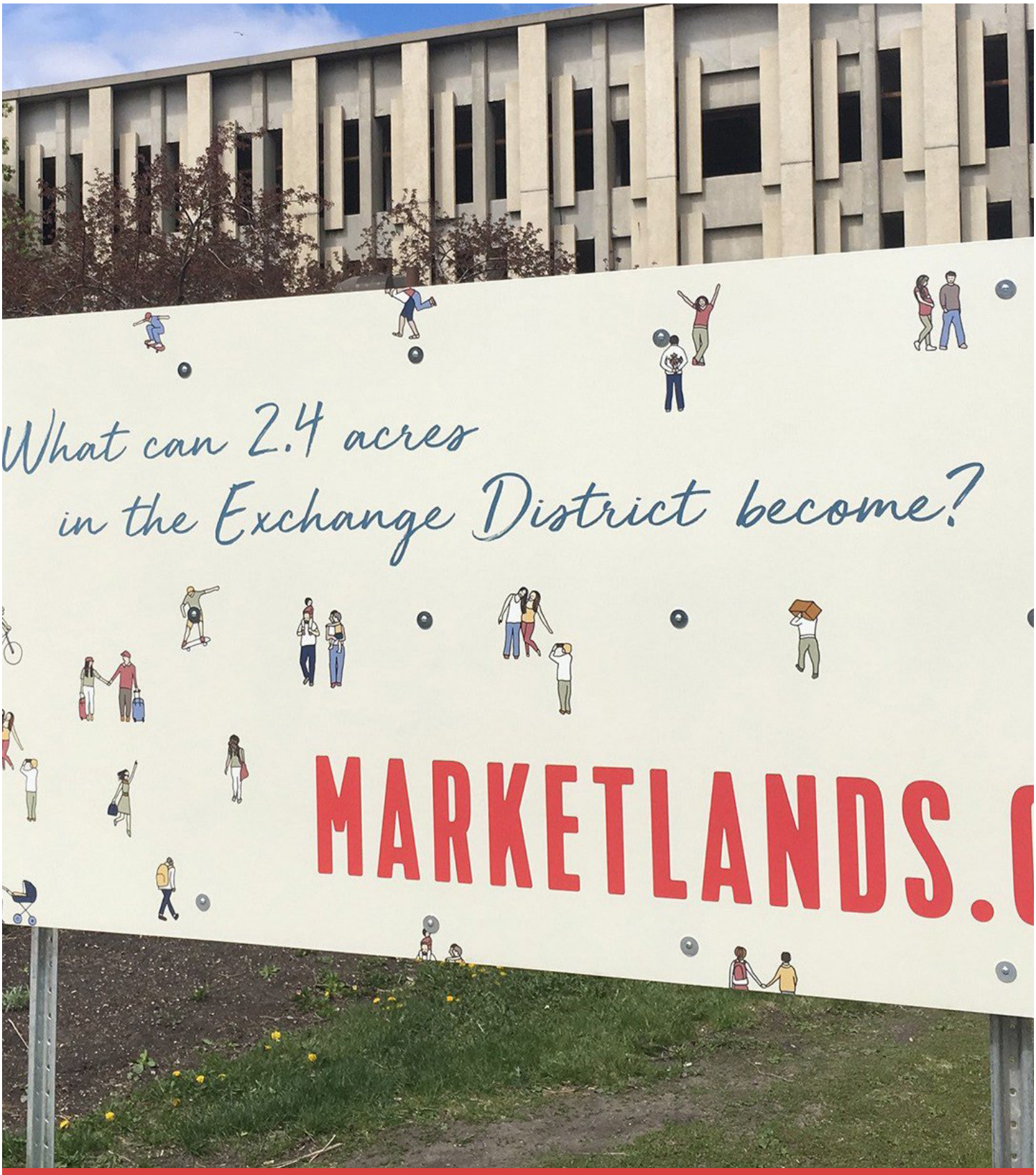


MARKET LANDS PROJECT VISION • JUNE 2019





Jan 2017 Mayor Brian Bowman Launches Consultation



...focus groups & interviews & online engagement



May 2017 Guiding Aspirations Report Released



...design workshops & public events & outreach



Mar 2018 Urban Design Framework Report Released



Jan 2019 International Design Competition Awarded



The Market Lands has been fueled by conversation. After more than two years of public consultation, planning, and design, a dramatic redevelopment vision has emerged. Area residents, businesses, creators, and all those who love the Exchange District have shaped the project, providing the foundation and the life it needs to succeed and redefine the heart of this historic part of our city.



The Market Lands will be a place for exchanging ideas, art and business. It will be a meeting place for creators, full of big and little discoveries. It will be a destination where Winnipeggers and tourists alike can experience the best of Winnipeg's past reflected into the future.

The Market Lands is an achievable vision with the continued guidance and support of the private sector, community and government partners. A practical plan unpins this exciting and dramatic project. It's grounded in tested assumptions, within existing community capacity, ensuring the project can successfully deliver back to its partners and the community.

THE CREATIVE HUB

The heart of the Market Lands project is a new seamless “Creative Hub” that will fill nearly an acre on the southern parcel of the site. The Creative Hub will provide creators with access to shared space, equipment and other resources to advance the skills needed to thrive in, and contribute to, the creative economy. These spaces will provide venues to collaborate, innovate, exhibit, and sell creative products. Fully interactive and accessible to the public, the Creative Hub will build awareness, appreciation, and markets for Manitoba’s creative talent and products.

The Creative Hub includes three integrated and complementary components:

centre for art and design



The centre for art and design is 9,000 square feet of main floor space housing Urban Shaman: Contemporary Aboriginal Art and a new Manitoba Design Centre, both providing flexible creation and exhibit space for design, media, and arts organizations, with common shared-services.

public market incubator

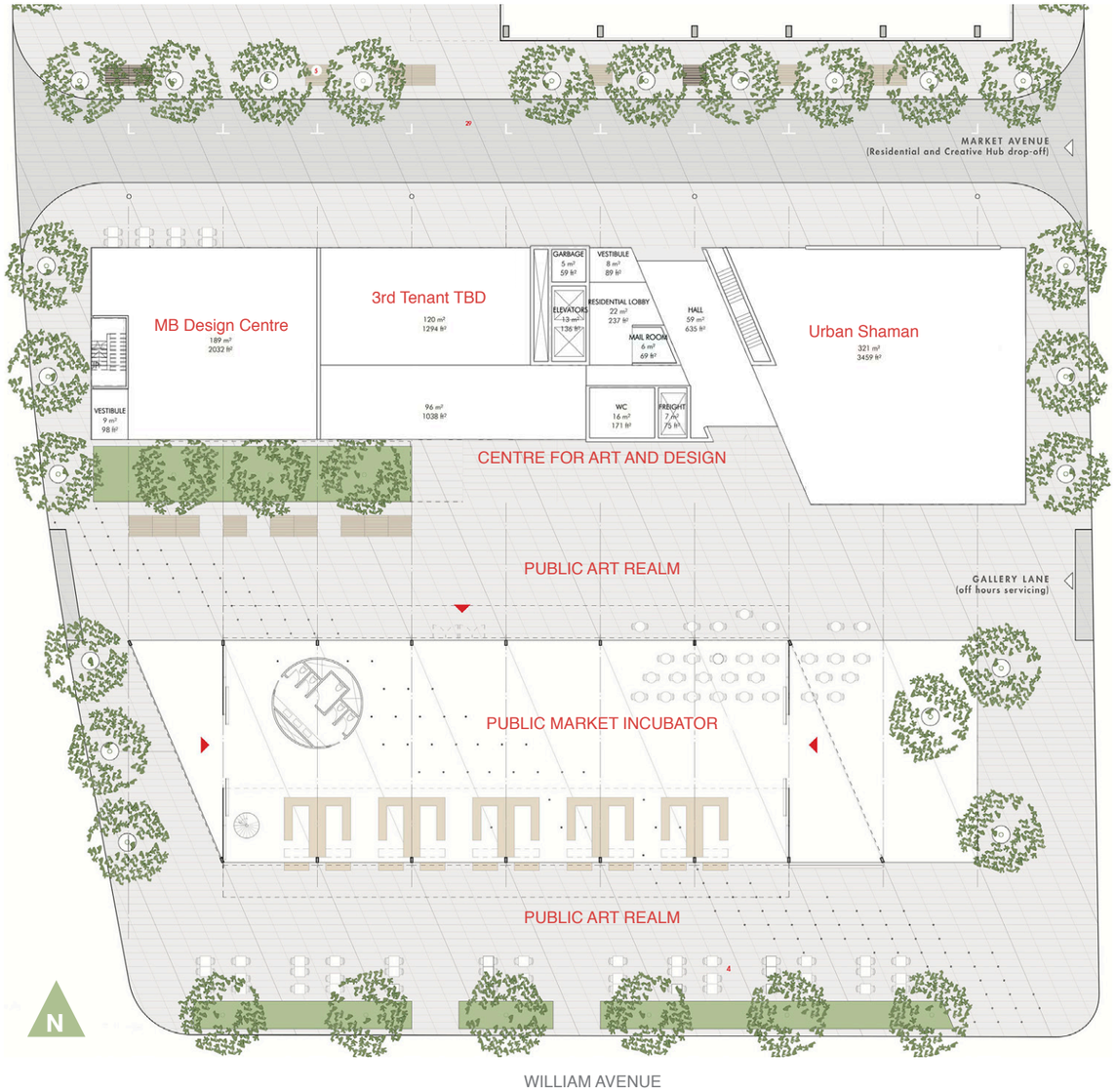


The public market will provide a popular draw to the Creative Hub, modelled on some of the best small-scale markets in the world. Its primary purpose will be to currate and incubate new Manitoba creative products and companies in food, art, craft, design and fashion.

public art realm



The centre for art and design and the public market are connected through an open and permeable main floor design, with integrated outdoor public plazas, specifically designed with the technical requirements for the showcase of public digital and sound art by tenants and other Manitoba arts organizations.





1 centre for art and design

Manitoba Design Centre

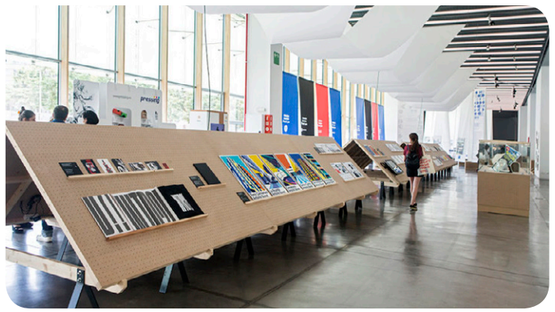
The new Manitoba Design Centre will be committed to advancing awareness, appreciation, and excellence in design. It will offer accessible wide-range programming to the public, while providing a platform for collaboration and advancement within Manitoba's professional and academic design communities.

The 2,000 square foot flexible open space will achieve the following goals and outcomes at the Market Lands Creative Hub:

- Advance the culture of design in Winnipeg by providing a venue for public programming including tours, lectures, exhibitions, performances, student and youth workshops, and other events.
- Become a prominent meeting place for exchange between design professionals, students of design, the entrepreneurial community, policy makers, and the general public.
- Increase public engagement and collaboration with UofM faculty and programs to mutually enhance the understanding of how design can enhance societal well-being.

The Design Centre will adopt a multi-disciplinary definition of design that encompasses architecture, landscape architecture, interior design, planning, engineering, technology, as well as the cultural manifestations that influence design from fashion and art through to music, film and theatre.

Modelled on similar centres around the world, the creation of a Manitoba Design Centre has been an objective of the local design community for decades.







Urban Shaman: Contemporary Aboriginal Art

Established in 1996 as an Aboriginal artist-run centre, Urban Shaman: Contemporary Aboriginal Art is dedicated to the exhibition and advancement of contemporary First Nations, Métis, and Inuit art. At the Market Lands, Urban Shaman will take a new prominent position in Winnipeg's urban landscape, befitting this internationally recognized organization.

The 3,500 square foot space will house two gallery spaces to display professional artwork: a main gallery space and a secondary space suited to showing media arts and state of the art, new technologies. The space will also include administration offices; resource library; proper loading, security, and flexible lighting.

Urban Shaman will achieve the following goals and outcomes at the Market Lands Creative Hub:

- Facilitate production of contemporary art as an important and empowering tool for Aboriginal peoples.
- Increase awareness and appreciation of Indigenous artists and their work, while advancing cultural understanding.
- Reach new and larger audiences (including local area youth and tourists) through a permanent main floor location.

Urban Shaman has occupied second floor space at 290 McDermot Avenue for the last 13 years. This substandard space suffers from faulty heating/cooling/ventilation and it is not wheelchair accessible. Their new storefront space will dramatically improve the functionality and working conditions in the gallery, while ensuring that all artists and patrons can access and participate in Urban Shaman programming.

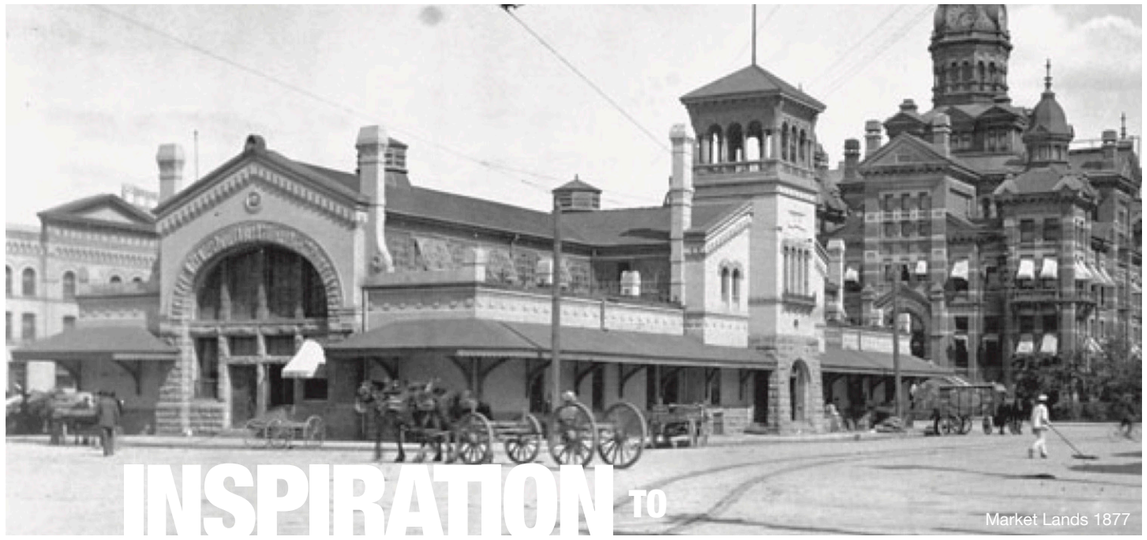








2 public market incubator







The public market will be an iconic glass structure allowing for up 30 food/retail permanent and revolving kiosks. It will be designed to achieve accessible turn-key opportunities for new and emerging creators/innovators in food, art, craft, design and fashion.

The incubator is being spearheaded by CentreVenture in collaboration with the Exchange District BIZ. It will forge formal alliances with established entrepreneurial support and cultural organizations to access a qualified stream of market-ready concepts. It will be a stepping stone for creators/companies to eventually establish more long-term and capital intensive retail storefronts in downtown Winnipeg.









Permanent and revolving kiosks will provide creators and makers with opportunities to sell their products, filling an identified gap in afforable high profile space for emerging entrepreneurs in the creative sector.

A Flex Space available to creators and organizations will enhance and complete the visitor experience with engaging maker workshops, technology & art demostrations, perfomances, and other ‘happenings.





Chef PODs will showcase and incubate emerging culinary talent in Winnipeg on a revolving basis. Each POD will be flexibly fitted with a variety of commercial restaurant equipment (i.e. grilling/frying/refrigeration/washing), with the ability to be branded in a low-cost, yet unique/interesting/high-impact manner.



Permanent kiosks will allow for the sale of fresh and and prepared food products (i.e. meat, cheese, bread, oils, jams, etc.). In the summer months the market will open up to the plaza spaces allowing for larger seasonal farmers markets.





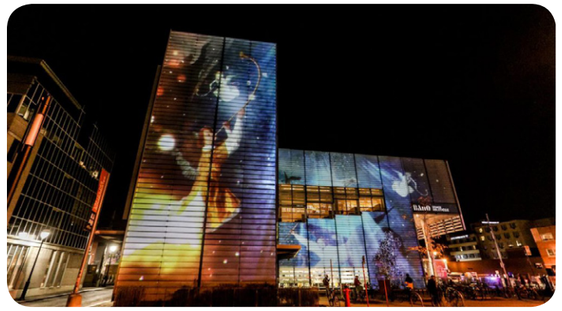


3 public art realm

The centre for art and design will physically open up to the outdoor public realm, allowing the opportunity for internal exhibits/events to spill outside in the summer months. The walls and windows of the centre will also be designed for the outward facing exhibit of visual and sound works.

The public market architecture itself will be a canvas for the revolving exhibit of curated digital works. In the evening, after the market stalls close-up, it will re-emerge with dramatic light, colour, and moving images mapped and projected onto the glass structure, with incorporated sound.

The plaza spaces will incorporate electrical/technical requirements for light and sound exhibits, with the objective of the architecture and landscape of the entire southern parcel becoming a comprehensive platform for creative expression, in an unprecedented way in Winnipeg.

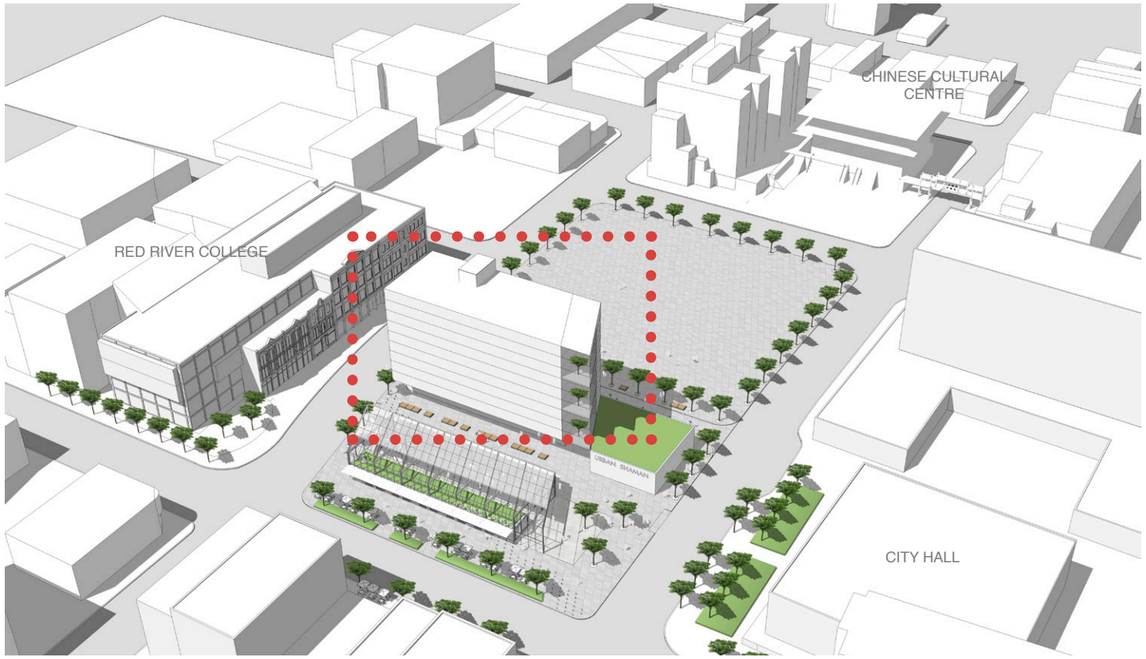






MIXED-USE REVITALIZATION

The Market Lands Creative Hub is the focal point of a much broader revitalization project for downtown Winnipeg, replacing the derelict public safety building and civic parkade. It will be the largest infill opportunity in the Exchange District since the development of Waterfront Drive, generating economic spin-offs for the entire northwest Exchange District/Chinatown area.

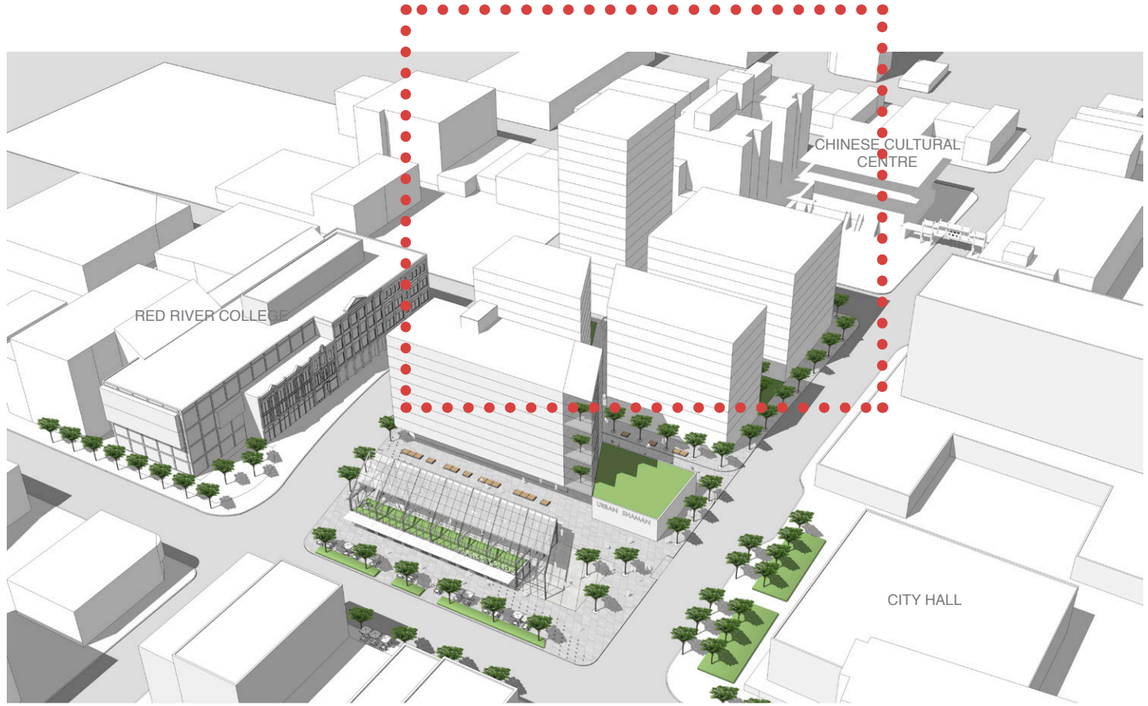


1 Affordable Housing

Above the centre for art and design 108 non-profit rental housing units will be developed, providing much needed affordable housing. Managed by Winnipeg Housing Rehabilitation Corporation (WHRC), the affordable units will be made available for underserved groups. Working with Artspace Inc. affordable units will also be made available for low-income artists in Winnipeg. The project will be a model for urban social inclusion.

2 Private Sector Investment

North of the Creative Hub a new private-sector mixed-use development opportunity will be brought to market, with a target density of more than 300,000 square feet of office, retail and residential. Design and development guidelines will ensure the entire Market Lands redevelopment looks and operates in a cohesive way, creating a signature development for Winnipeg.



opportunity context


RRC New Innovation Centre


Manitoba Musuem and Proposed Science Centre



RRC creative technology programs

The Market Lands will provide a unique 2.4 acre development opportunity at the centre of Winnipeg's most innovative and creative neighbourhoods.

The Exchange District is home to hundreds of artists, galleries, and performance venues. Artist run centres and Artspace Inc. attract dynamic activity alongside larger insitutions like the Centennial Concert Hall and the Royal Manitoba Theatre Centre.

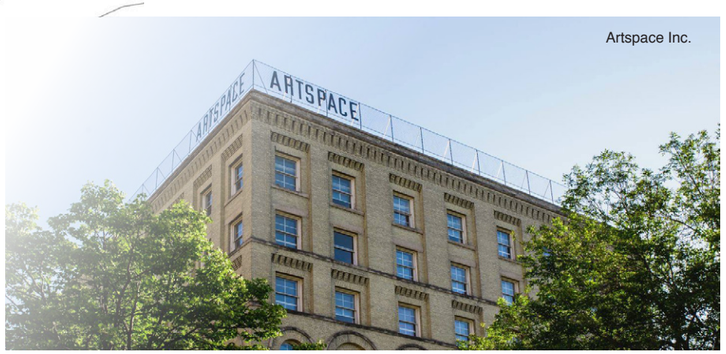
It is also home to a growing technology and innovation cluster, supported by Red River College's creative technology programs and new Innovation Centre currently under constuction. The entrepreneurial spirit in the Exchange District abounds, with start-up spaces, business resource organizations, and North America's largest fabrication lab operated by North Forge Technology Exchange.

The neighbourhood has over 60 unique independent shops and over 50 home grown eateries, pubs, coffee shops, brewers, and gourmet restaurants. Over the last decade the neighbourhood has undergone a residential renaissance, with historic buildings being converted to condominium and rental apartments, now housing over 3,000 new residents.



North Forge Technology Echnage


Old Market Square and the CUBE



Artspace Inc.



centreventure
development corporation

101-141 Bannatyne Avenue
Winnipeg, Manitoba R3B 0R3
www.centreventure.com