



COOPER HEWITT DESIGN PROCESS FRESH MOVES MOBILE MARKETS

Cooper Hewitt's exhibition *By the People: Designing a Better America* presents 60 designs that examine real-life challenges and engage the public in revitalizing communities based on their needs.

One of the designs, Fresh Moves Mobile Markets, addresses the same challenge you are tasked with:

What would you design to improve a community's access to healthy, fresh foods?

Through the design process below, learn how the project partners tackled their challenge to come up with Fresh Moves Mobile Markets.



A nonprofit identified a challenge that over 200,000 low-income Chicagoans live in food deserts, neighborhoods with limited access to healthy, fresh food, where residents must either travel distances or settle for fast-food options.



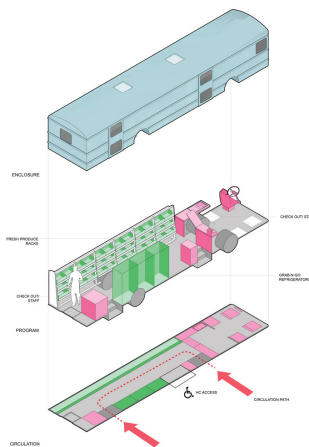
The nonprofit partnered with a group of architects and spoke with community members to find a way to fill the void in these neighborhoods. They brainstormed many ways to do this. Ultimately, they decided on the idea of a mobile market.



Design charrette.
© Katherine Darnstadt, Latent Design



The project partners decided to use old city buses as the mobile markets, and they thought about different ways to transform them. This sketch shows the final makeover.



Fresh Moves 2.0 diagram.
© Hammersley Architecture



The project began with one bus. Testing showed a continued demand for fresh food, and a second bus followed to serve seven neighborhoods. Since 2015, more buses were added and now over 40 weekly stops are made in ten underserved neighborhoods.



Fresh Moves 1.0 mobile market. Cynthia E. Smith
© Smithsonian Institution

What's your idea? Now it's your turn! To jumpstart your design process, grab a sketch pad and start brainstorming ideas, or even build a couple of quick prototypes using materials found around your house to help you work through and advance your thinking. Formulate as many ideas as possible and don't worry if your sketches or models aren't perfect—you won't be judged by your drawing skills!