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# CHANGING OUR FOOD-CULTURE WITH GASTRONOMY AND ARCHITECTURE

A Thesis

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## **Dedication to:**

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# Changing Our Food-Culture with Gastronomy and Architecture

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## Abstract:

Food, a necessity of life, brings cultures together and boosts tourism and communities across the world. Gastronomy, in this essay, is understood as how we think about, and engage food. We have lost our way in how we see gastronomy and to bring back its significance we must regain an appreciation for food. We must become educated as to how we think about and fabricate food. Acquiring education, though, requires that one be passionate about learning, and it is passion that can provoke a change within ourselves, our food culture, and our communities. The food culture that we live in today focuses on convenient and cheaply made products that require little to no understanding of the food. The idea that cooking quality food is a timely and expensive chore is the mentality that embodies the current food culture within the United States. Morgantown, West Virginia, embodies the issues we have with our food culture based around the connections between culture, community, and food. This city is the home of West Virginia University and has a steady influx of students every year, as well as larger companies that help stimulate its economy. Could Morgantown be a model for connecting the power of gastronomy with architecture to create spaces that provides fresh and authentic food, educational experiences, and an atmosphere that would bring the community together as well as change the way we see food and its impact on our lives? By defining the connection between gastronomy and architecture to be one of making food, healthy eating, and the sensory experiences between the creation of food within specific environments that heighten the experience, this essay considers how in the American small urban context, connecting how we cultivate our food culture with architectural spaces for the enjoyment of cuisine, we can bring life back to a city, and promote Changes needed in our food culture.

## Introduction:

According to Sharon Herbst's text *Food Lover's Companion*, gastronomy is defined as "the art of fine dining; the science of gourmet food and drink"<sup>1</sup>, however, the definition for gastronomy in this essay takes a broader approach when defining the word. In this text, gastronomy is defined as the way we think about, act, and fabricate our food. It is an open concept that does not specifically mandate techniques, ingredients, or processes. Instead, gastronomy mandates the quality and passion that goes into the food, and ranges from traditional cuisines all the way to molecular gastronomy. Gastronomy requires a great deal of desire for quality food and willingness to learn and understand what it takes to produce quality food.

Food-culture is the issue we have with gastronomy as a society. It is the way we interact and appreciate our food and is the main issue examined in this essay. Our food culture focuses on convenient, cheap, and processed foods, and has been separated from the understanding that you can create food of high quality, and that is natural and convenient without spending a fortune.

Gastronomy and Architecture are normally understood as high-end food, and extraordinary buildings. However, similar to the definition of gastronomy, the definition of architecture varies. The main focus concerning architecture in this essay is the place-based experiences the built environment provides.

As a former chef and an inspiring architect, this paper discusses my two passions in life; the sheer power of gastronomy and the environment that it touches. This environment is the physical, psychological, and emotional setting a person finds themselves in, and is influenced by many different forces: gastronomy, architecture, culture, and community. How can gastronomy and architecture be brought together to reshape our food culture into a community-based force that focuses on a fresh, passionate, and educated way of thinking about how we cultivate our food and how we fabricate our cuisines?

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<sup>1</sup> Herbst, Sharon Tyler. *The New Food Lover's Companion*. Barron's, 2001.

**Methodology:**

Morgantown, West Virginia, offers an opportunity to engage how we understand food-culture, cuisine, and the spaces in which we interact with food cultivation and gastronomy. Because of Morgantown's diverse demographics, and a history rooted in the Appalachia area of the United States, understanding the Appalachia area's history and culture is key to addressing how a region's cuisine, the ability to easily access food products, and the lack of knowledge to use the products may cause a region's cuisine to decline. How can architecture provide a realistic and respectful solution to address passionate cuisine and architectural spaces that support these contemporary opportunities? Observational and analytical research of the area and the city includes, case studies such as DC Reynolds Bar and Petworth Citizen and Reading Room that focus on the importance of community engagement and support relative to the success and development of the businesses and community. Interviews of people in the community, both involved and not involved in business of gastronomy in the area will support the programming of architectural opportunities in Morgantown.

The research conducted will reach all of the demographics in the area including the diverse groups from West Virginia University and the Appalachia locals. With such different environments between ten miles of hilly roads, animosity has grown exponentially within the different cultures that reside in the city. The goal is to change the way people experience food, and to create a unified community based around these goals, which requires research to identify exactly who will be open to a community-based change.

**Discussion:**

The passion enacted by the connection between gastronomy and architecture impacts our experiences of spaces and places. For the chef, it is based on a deep appreciation and understanding of ingredients and processes and is not something that every person is simply born with. The power of gastronomy is about the blissful experiences produced from quality food, and, when mixed with architecture, a place-based experience is given to the patron. This experience gives the patron something to enjoy and journey through, and the location becomes a destination that is held at a much higher stature than typical surroundings.

The issue is a lack of passion and care the average person has with purchasing and cooking their food. In a society where convenience is valued, a lackadaisical approach to feeding ourselves and an unfortunate view of food in general occurs.

The drive that is needed to create gastronomy has faded, and feeding ourselves has turned into a chore, creating a focus on fast, and cheap food. A disconnection between quality food and our daily lives has isolated the idea of sustaining fresh and passionate cuisine. Restaurants have become one of the riskiest businesses to maintain and the majority of those that do exist normally last only a few years and disappear.

When considering small towns such as Morgantown, West Virginia, that have an economic base consisting of higher education with local industry but still lack any connection between food, community, and architecture there are ways through design, research, and food education where communities can engage with food and architecture experiences. By looking at the specific cultures of the area and problems with availability and access to quality food, among other problems of the area, an understanding of what divides the community and cultures can be understood, and a designed connection between gastronomy and architecture can be created to foster community connectivity, and change the way people think about and experience food.

**The Widespread Problem:**

The issues with the food culture within Morgantown are focused around education, desire for change, and opportunities for quality food. Studies focused around our food culture suggest that the issue with eating habits and its impact on the community is the lack of availability to fresh food, but this is far from the problem. Many proposed solutions to this problem such as the Soul Food initiative, Fresh Food Financing Initiative, and Healthy Food Financing Initiative, provide opportunities for low income areas to receive support to increase the amount of fresh produce and fruit. The issue is that availability is not the only problem, it is the combination of people's purchasing and consuming habits mixed with stigmas that we have with our food, such as thinking it will cost a fortune to cook fresh food.

Food culture is a massive issue with the way we cook, eat, and think about food, and idolizes convenience and the idea that cheaper is better. In addition, we often don't visit certain sections of the stores because it will cost too much to buy the products, and we may not end up using the food items bought because fabrication is required to make the meal. With a better understanding of the ingredients and

how to create a fresh and affordable meal, this issue could be solved.

People are visual and experiential beings and for them to be enticed to visit areas that provide fresh and local ingredients there must be some form of transportation convenience, experience, and destination aspects to where they are going. We travel to experience great architecture and culturally authentic food, and the combination of the two experiences give us a euphoric feeling because it is such a new experience to us. The destination plays a huge role in how we act and think about food and is key to creating change in the food-culture that exists today. Farmers markets have failed all over the United States, and part of this problem is that there is no real experience to be had, and little community involvement. It is still easier and more affordable to eat unhealthy cheap food than to dedicate a trip to the farmers market that is inconveniently located and take the time to learn to fabricate fresh, homemade, and passionate food.

#### The Focused Problem, Morgantown:

While there are still debates about if food deserts exist within the US, there is no denying that location, topography, and transportation among other obstacles influence the availability, convenience, and reality of people traveling to markets to get fresh food. Morgantown has markets such as Kroger's, Walmart, Giant Eagle, and Target within 5-10 miles of each other but traveling to these locations can be very difficult for those who do not have their own vehicles. While most households in Morgantown have on average 2 vehicles, this does not count for the population living in the condensed downtown area. This area, populated by college students, mid to low-income homes, and a low percentage of high-income homes, has a bigger issue. (Figures 1 & 2) The university dictates how many cars per student are allowed in the area and the prices for parking permits are astronomical compared to the average income of the people living in the area. For the residents of Morgantown's downtown area, public transportation is the likely option for making it to the market because of the unforgiving topography of the city. When walking to the market to shop, one is greeted by monstrous hills and little to no sidewalks along the way. For these reasons the downtown area relies on university owned food halls. Therefore, the downtown area and community are prime targets for creating an environment focused around food and architecture that entices the community to push towards purchasing, cultivating, and fabricating fresh food.

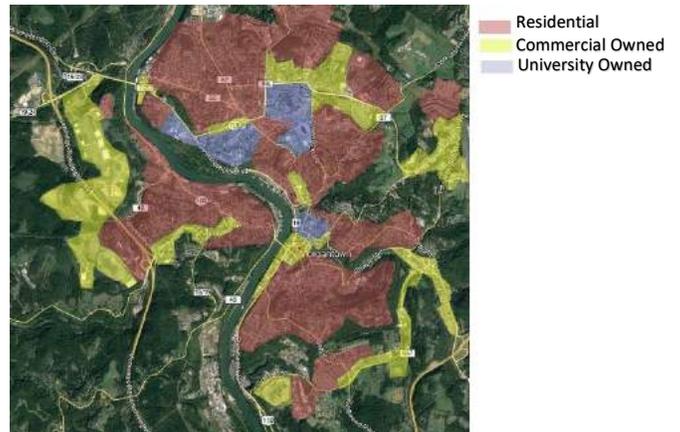


Fig. 1 Map of Morgantown



Fig. 2 Markets in Morgantown

#### Importance of Community Case Study: DC Reynolds Bar & Petworth Citizen and Reading Room:

The importance of community support and input cannot be over emphasized when dealing with this topic. Community involvement and support is what can make or break businesses and is the force that can produce change within its own area. The impact of having the support of the people is the key to creating lasting infrastructure, because if the community is behind an intent then it already has the client base it needs to thrive. This is exactly the reason why the DC Reynolds Bar and the Petworth Citizen and Reading Room thrived in lesser known areas of Washington DC.

Both restaurants/bars had a major focus on the community that would be their client base. Situated in an area of Washington DC, between the vibrant city environment and an almost completely forgotten area, there was a great need to ensure that the community of the area was in support of new development. In an area that had no real structured community the owners of these two establishments reached

out to the population in the area in hopes of creating an environment that would embrace the

community, and the community would support the new restaurant endeavor. The owners' process included surveying over 800 residents in the area and asking them all about every aspect of what they would like to have come to their neighborhood. Questions specific as what kind of chairs they would like and what environment they would like to experience was the key to obtaining the support the owners with the community needed to thrive before breaking ground.

The outcome of this kind of community involvement is two successful businesses that opened and have been maintained for years to come, and with a bright future. The people that supported the concepts initially continued their support and further pushed the success of the area. This success brought about new businesses and new housing in the area. This all began with the community in the area being heard and feeling that what was being built and brought to their area was an extension of themselves. With such support and outreach from the locals it came as no surprise that a community quickly started growing around these two businesses. People used the space as a common meeting ground and the support and progress continued to grow.

What is perhaps more interesting about this involvement and success is the impact the food had on the community. While the community was asked about the environment they would like to have, what they were not specifically asked about was the kind of food they would like to be served. With the community driven bar design of the restaurants, you would expect to encounter hot wings and burgers. Instead, the restaurants served much more intricate cuisines, such as duck, braised beef, carpaccio... which could be intimidating to the average patron, but since the businesses already had the community's support, the community engaged in the new cuisines. This is an extremely important step with the issues with our food culture, because some of the time, people will only engage with new cuisines when traveling to new areas and experiencing new cultures but when people are engaging with this in their own back yards something special is happening. This has been seen in the surveys conducted in Morgantown. There has been a constant outcry for more cultural restaurants in the city. At the moment there is an Egyptian restaurant that opened a year ago and an Indian restaurant that recently closed its doors for good. This kind of request from the community

cannot be ignored, especially because it is a request for more culture in the city. For DC Reynolds Bar & Petworth Citizen and Reading Room, they received overwhelming support prior to opening from the community, and as the community felt like they were a part of the environment from the start. The significance of community involvement is clearly shown in these businesses, and the change in peoples thinking about their food is clearly seen within.

#### **Farm to Table? Oh, You Mean Appalachian Cuisine:**

"Making do with what you have and celebrating it" (...Appalachian Cuisine?, Sauceman).<sup>2</sup> This simple statement embodies the foundation of Appalachian cuisine. Simplicity, locality, and availability surround the techniques and recipes of Appalachian cuisine. Using what is freshly available and what is natural to the area is what farm to table really means and it is the same definition as Appalachian cuisine. Something specific as the European borscht soup is Appalachian cuisine if the ingredients are locally available in Appalachia. Appalachian cuisine is not defined by techniques, ingredients, or specific cultures like other cuisines, such as the five mother sauces stemming from France or specific fish fabricating techniques of some Asian cuisines. It is the idea of using what you have and adapting your recipes and techniques to provide fresh and wholesome meals to those who will enjoy them. "Do I cook Appalachian food? Well, I cook food of the region inspired by the region with ingredients from the region, so sure, I'm an Appalachian chef. Why not?" (Appalachian Food Revolution, Daddio).<sup>3</sup>

With such organic and local focuses, it seems odd that few people have ever considered Appalachian cuisine or ever thought about how it embodies all of the concepts healthy, organic, and local food shoppers seem to desire. Why is Appalachian cuisine never considered? Why is it forgotten when thinking about eating, purchasing, and fabricating food locally? From studies focusing on these questions; the answer is because of the stigmas that follow the word Appalachia. When studying recipes established from Appalachian kitchens, they have all been altered to fix what is wrong with them. The cooks that created simple recipes that require no additives such as vanilla extract, and only uses the most basic ingredients did not do so because of a lack of understanding of the ingredients, but instead they did so because they had an outstanding understanding of the ingredients. "if a recipe comes from Appalachia, then it must need improvement" (...Appalachian Cuisine?, Sauceman). This is the exact issue with the way some see Appalachian

<sup>2</sup> Sauceman, Fred. "What Exactly Is Appalachian Cuisine?"

<sup>3</sup> Daddio, Jess. "Appalachian Food Revolution."

culture. Simple is not a bad thing, in fact simple is the key to making some of the best food you will ever have.

Providing Appalachian cuisine to a city such as Morgantown, West Virginia, the stigmas must be dissolved and pride must replace it. The history of the culture and the area must become part of what the city stands for. The surveys collected from the community of Morgantown shows that there is a great desire for locality, fresh, and healthy cuisines in the area. A sizable portion of the city is willing to get involved with a push towards the goal of providing healthier and locally sourced food options in the city, but what to call it and what it would look like is still a mystery to most. Without even knowing it this community is screaming for Appalachian cuisine and the concepts that it embodies, so why not introduce the area to its own heritage and provide exactly what is being asked for. “the further away ingredients came from the better. In a place like West Virginia, ‘local’ was not a symbol of quality. It was frowned upon. We sort of have this tendency to see what we have to offer as not all that special or marketable. We look at other states and see what looks popular and then try to do it here. What we come up with is a much less authentic version” (Appalachian Food Revolution, Daddio). Daddio’s research on this particular issue paints an unfortunate picture for how we view locality. Fortunately for this argument I believe it is only partly true to the city of Morgantown. With clear data showing that there is a following and desire by the community to have local and fresh products, I believe that is a combination of not knowing it is available, not having a centralized place to find these kinds of products, and a lack of combined force to elevate those who are offering what is desired. For those who permanently live in the city as well as those who are temporarily residing in the city (students), there is an ample amount of pride for the city. This is a huge benefit when trying to introduce new community focuses because city pride is based off of many different aspects of what happens in the city and adding more things to find pride in is far preferable to inspiring pride from nothing.

#### **Don’t Play With Your Food: Entertainment and Innovation:**

The imagery of parents telling their children to stop playing with their food is one which most people can relate to, but what is the real issue with playing with your food? While most times this is in reference to children using their forks to push their food from one side of the plate to the other because they don’t like the food or of boredom. A question that needs to be asked is why is this bad and what can we do to change it? Why can’t some form of entertainment be merged with food to create a more satisfying experience?

This example is really just about kids being bored and not wanting to eat the food in front of them, but the concept of entertainment combined with food is something that is extremely successful in our current food and economic market. In the surveys and interviews conducted in Morgantown, the few examples of entertainment and food that people have come up with or suggested are Dave and Busters and descriptions of similar establishments. These kinds of establishments provide family friendly arcade like experiences as well as a corporate restaurant cuisine, and while the food still holds the familiar techniques and tastes as most corporate restaurants there is a great deal of customer satisfaction. This satisfaction comes from the experiences provided by the rest of the establishment. Giving people an enjoyable environment to be in will boost just about every situation they find themselves in. The goals of this thesis are not to bring Dave and Busters to the city but using the same idea about mixing entertainment and food is going to be a key element to enticing people to visit the new designed space and to continue to support what is to come.

When deciding exactly what kind of entertainment would entice the community to regularly visit the location we must remember that the goal is to influence and expose the people of Morgantown to fresh authentic food, food education, and architectural experiences in order to connect the community to the idea that eating, purchasing, and fabricating quality food is not a back and wallet breaking endeavor. This means that the entertainment that is provided must be enjoyable for a wide range of cultures and ages. The role of innovative agricultural systems and techniques could be a huge player in this goal. Markets in Dayton, Cincinnati, Oxford, Fairfield, and Eastgate area being supplied their produce from a source in Hamilton, Ohio. To be reaching such a wide range of markets all around the region you would expect the farm that is producing the products to be large and taking up a large rural plot of land. The reality is that most of this produce is coming from a single entity situated in the urban fabric of Hamilton’s downtown area. 80 Acres is a vertical farm in Hamilton that spent 2 years restoring an old run-down building in the downtown area. The goal of the farm was to produce as much, if not more, produce in a smaller vertical structure situated in the urban setting and providing fresh produce to regional markets. This vertical farm grows vine crops such as tomatoes, cucumbers, and peppers. While the farm distributes mostly to markets, they still deal directly to restaurants as well, creating a direct relationship between locally grown produce, innovative agriculture, and local restaurants. This innovative agriculture provides

entertainment via tours and other public activities offered throughout the year. The farm has become a destination within the city where people come from all around the area to visit. This kind of attraction and entertainment is highly effective with the goals of the farm, by bringing customers directly to their farm and educating/entertaining with their innovative techniques. This is a prime example of the kind of entertainment that will be used in the designs for this thesis. Providing innovative experiences that also educate the patrons is key to obtaining the goals of this thesis. especially with some of the smaller sites, this kind of innovative vertical farming would create jobs, entertainment, a destination to visit, and most importantly it will provide the city with fresh produce made in their back yard.

**Conclusion:**

Morgantown is a city that holds multiple universities, a few large companies, and has a lot of mountaineer pride. The pride that the community have for their town is extremely important when looking at how the goals of this thesis would actually play out. An area that has little community support in general is not a place to create a model behind using

architecture and food to open peoples eyes to just how powerful food can be in our lives. Picking Morgantown was not simply because of my history in the city, it is because of the mixture of issues and promising elements within the city itself that holds all of the problems with our food culture but also has a strong chance to change and embrace the change. Food is not a basic element in our lives, it is a massive entity that sustains us and carries cultural identities through its origins, techniques, and ingredients. Very few things in this world can carry these kinds of identities and inspire emotion, but architecture is one of these things as well. Carrying the same cultural identities as food, just in a different way, architecture creates astonishing experiences to all who come in contact with its spaces. Combining these two elements has been done at many major examples of great architecture, be it a coffee shop across the street, the street vender providing freshly made products, or markets and restaurants directly within the spaces itself. This combination is the key to amplifying the experiences that are given by the spaces and the food and can be used on a smaller scale to entice urban communities to embrace unfamiliar cuisines and learn how to create fresh, authentic, and passionate cuisines for themselves.

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## ADDENDUM

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### Written Thesis to Design:

With such a community based thesis the first step I took was engaging the community, and compiling my surveys. What I found was that the community was looking for entertainment, cultural, options, farm to table, accessibility, walkability, and more local options. The program developed from there quickly, creating a series of attracters that would bring people in and keep them coming back. The goal was not to create a space that people come visit once a week, but to create an environment that they would come multiple times a week for different reasons. This is because of a realization I had early on in my design and thesis development; it can not just be food and architecture. I knew there had to be more options that would entice people to visit the site on a more frequent timeline. This is when the program became very diverse and the site took on a entire new meaning. The River Front site already had a few amenities that I needed to work with. First being an existing residential building, second being a commuter bus station, and third rail trail/riverfront access. Mixing these existing element with the sloped site I had a interesting design challenge. The site had a 40' difference from road level to water level and the existing buildings either needed to be completely redone or given a facelift. By not limiting myself to any existing conditions I made the site my own. The residential building was given a new façade and the commuter bus station was moved to the south-east end of the site.

The slope of the existing site held challenges as well, but also opportunities. With a 40' difference I was able to create a layered design that steps down the site progressing towards the river front. This was a major design strategy for my thesis. The river front is the gem of this site and progression towards that element made sense if the goal was to keep people interested as they progressed through the site. The pattern of the site layout was meant to match the existing grid layout of the city above, in order to give some context to Morgantown and some familiarity in movement to the people visiting. Extending the existing street grid was an important aspect for matching the city context but also for ADA reasons. With two extensions of the city grid progressing down and inward to the river, the greenhouse extends at street level all of the way to the river front. This gives elevator access to the lower levels but also allows people to view the sloping design from top down.

Dominating the street was a large design element as well. Before ever entering the site you are held by a continuous face across the street front. This is done to have a progression inside that states you are entering a new environment but also done in a way that still welcomes patrons at ground level. This is done by raising the first floor of the corner entry (triumphal arch), the apartment building, and providing direct access to the site through gaps in the street front in the form of the greenhouse, residential stair entry, and the corner triumphal arch. Controlling the corner and street while still having a sense of fluidity and openness was the main goal for pedestrian access.

While progressing through the site you are held in specific spaces that offer entertainment areas that double as educational areas surrounded by shops, restaurants, markets, greenhouse, indoor gardens, and demonstration kitchens. The idea to laying out the usages around the site was drawn from not wanting any one area of the site and design to be dominated by one usage. I didn't want there to be districts for food and shopping around the site. Instead, there was to be different opportunities adjacent to each other allowing for the patrons to experience a variety of elements no matter what their primary goal for visiting was.

### Post Review:

After the thesis review there was a lot of thought to connecting some of the elements in my program and my design. The idea that the large gestures that I made could incorporate more of what happens around them instead of standing alone. Specifically, the greenhouse, this grand gesture could have been repeated and grown in different ways to interact with the other buildings and usages on the site. The use of color was a constant struggle in this design and came to light in the review. The idea of building in a postindustrial college town created a personal view that bright colors would not be a good fit but after review and discussions with my committee the need for more color became evident.

### Conclusion:

The unique program and layout of the design and site creates an educational and experiential opportunity for all that would come visit this location. The way the site is layered and the variety of opportunities provide a chance for the city to grow it's food-culture as a community. A place to come together to learn, eat, shop, be entertained, and all around be exposed to what is available in the area. For these reasons I believe this design and thesis would become a success if the people came to experience it.

# Changing Our Food Culture with Gastronomy & Architecture

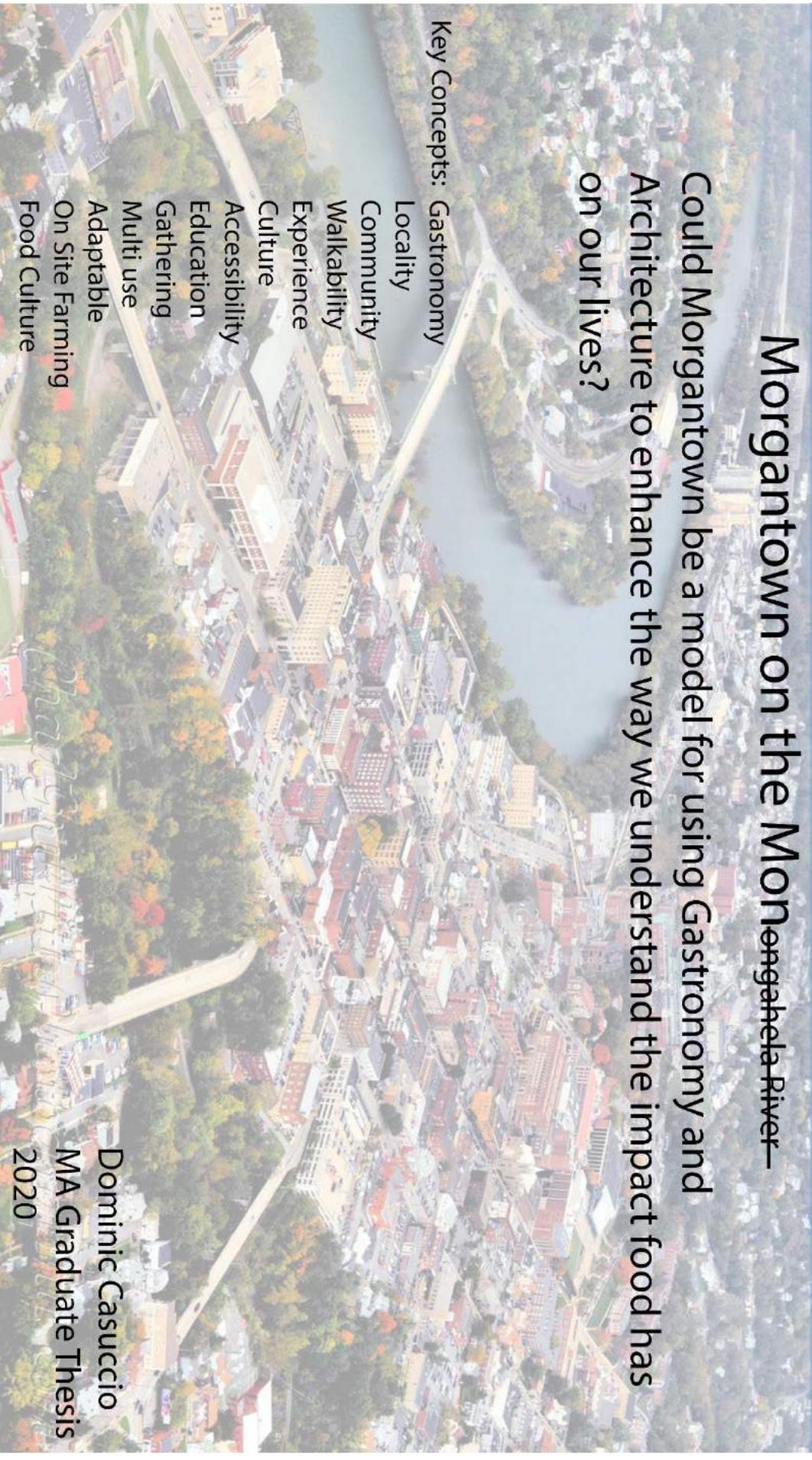
## Morgantown on the Monongahela River

Could Morgantown be a model for using Gastronomy and Architecture to enhance the way we understand the impact food has on our lives?

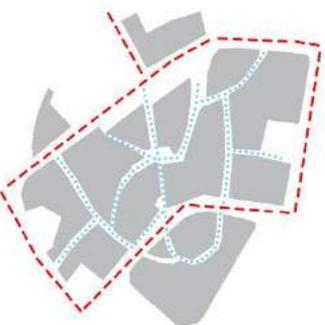
Key Concepts: Gastronomy

Locality  
Community  
Walkability  
Experience  
Culture  
Accessibility  
Education  
Gathering  
Multi use  
Adaptable  
On Site Farming  
Food Culture

Dominic Casuccio  
MA Graduate Thesis  
2020



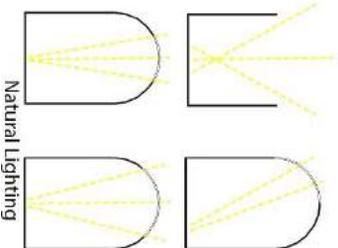
# Case Study: Borough Market, London



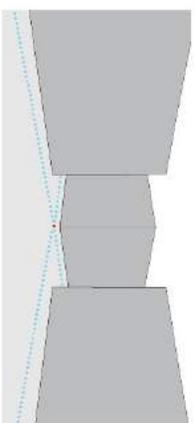
Vehicular and Pedestrian Traffic



Separation of Major Spaces



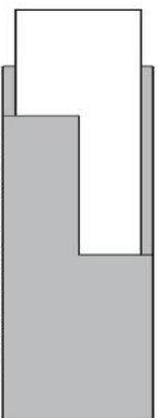
Natural Lighting



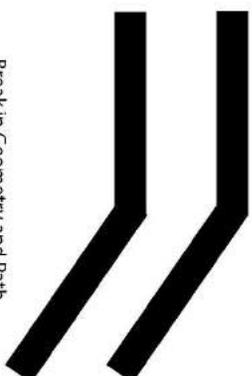
Choice in Path



Train Connection to Market

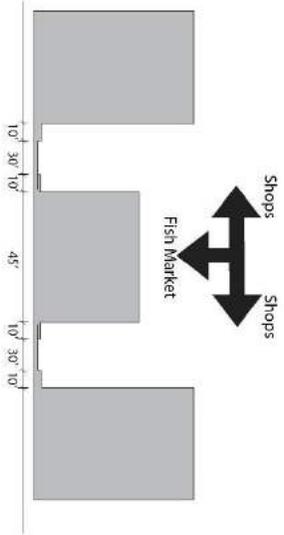
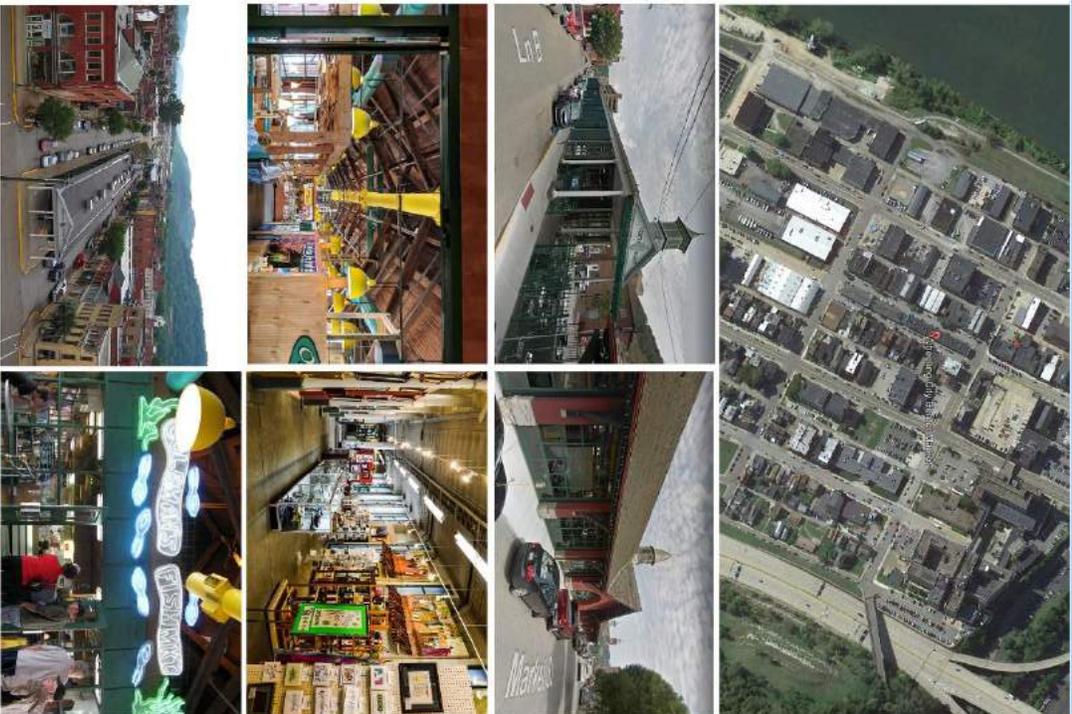


Transition in Covered Spaces

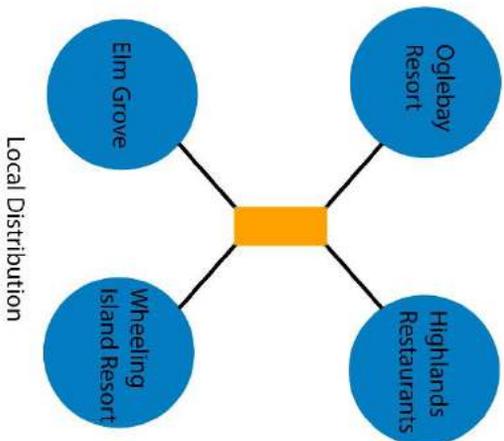


Break in Geometry and Path

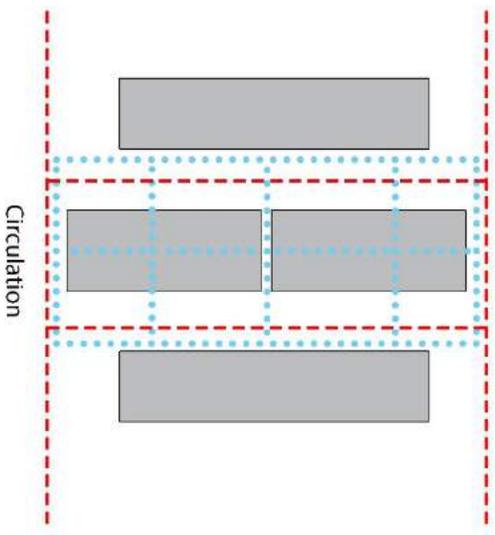
# Case Study: Centre Market, Wheeling WV



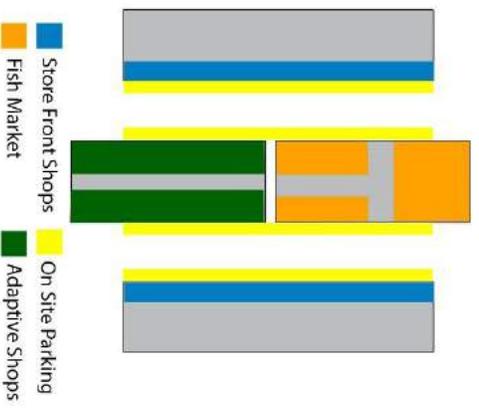
Scale of Circulation



Local Distribution

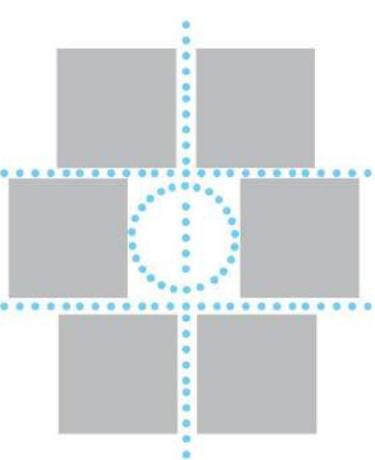
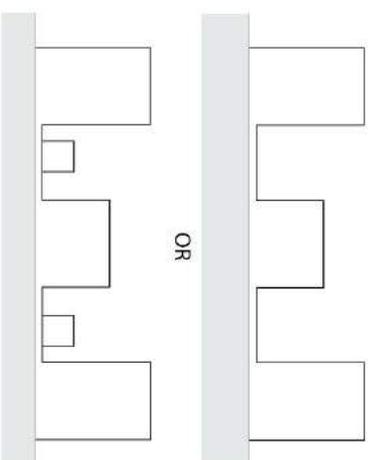
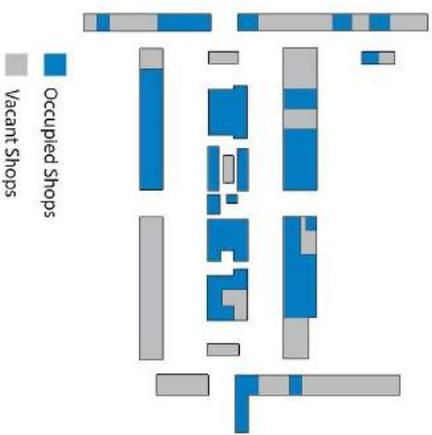
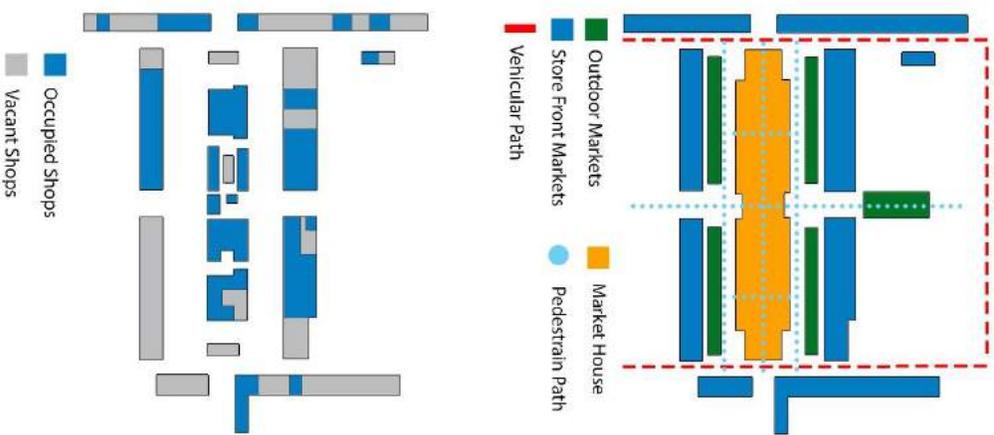


Circulation



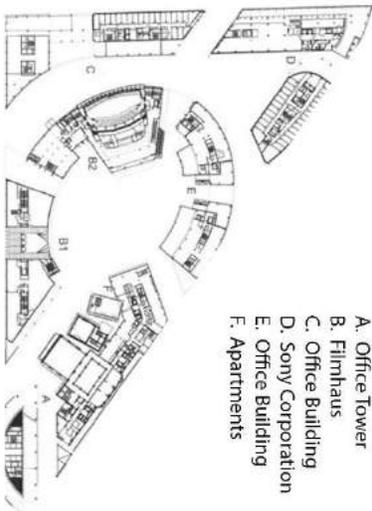
■ Store Front Shops  
■ Fish Market  
■ On Site Parking  
■ Adaptive Shops

# Case Study: Findlay Market, Cincinnati



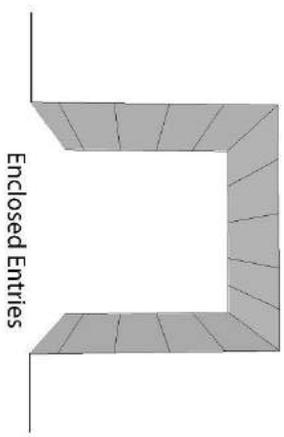
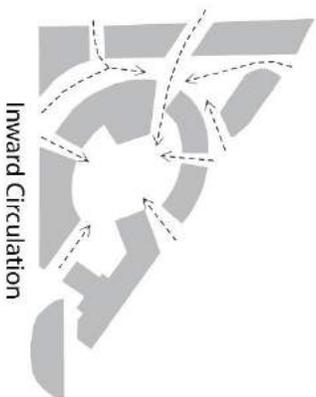
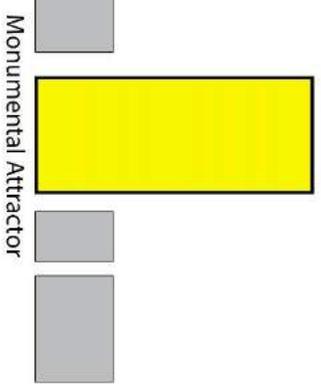
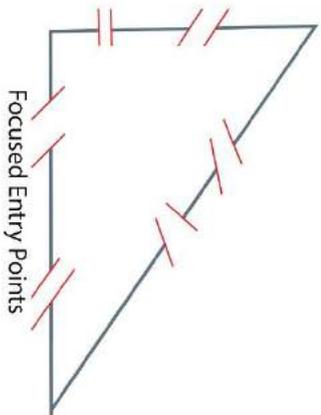
Compression and Release of Spaces

# Case Study: Sony Center, Berlin

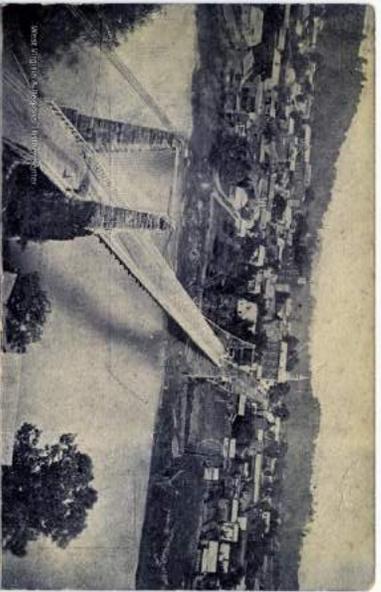


- A. Office Tower
- B. Filnhaus
- C. Office Building
- D. Sony Corporation
- E. Office Building
- F. Apartments

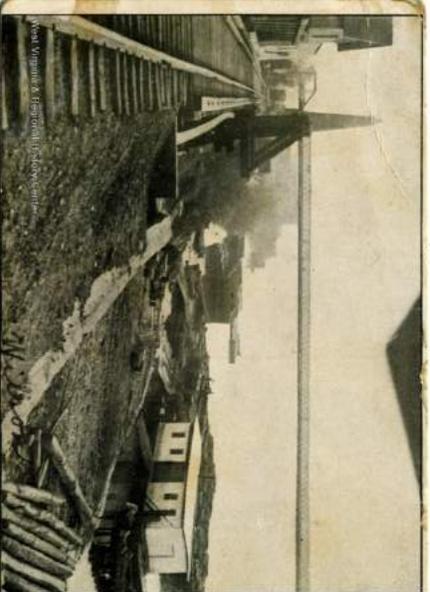
- Mix use with residential, offices, restaurants, movies, and shops
- Unique lighting difference between day and night
- Connection between structures and green spaces
- Experiential path from street to interior of the center
- All entries angle towards important adjacent buildings
- Different levels in the structure allow for amplified experiences
- Businesses flow into the central spaces



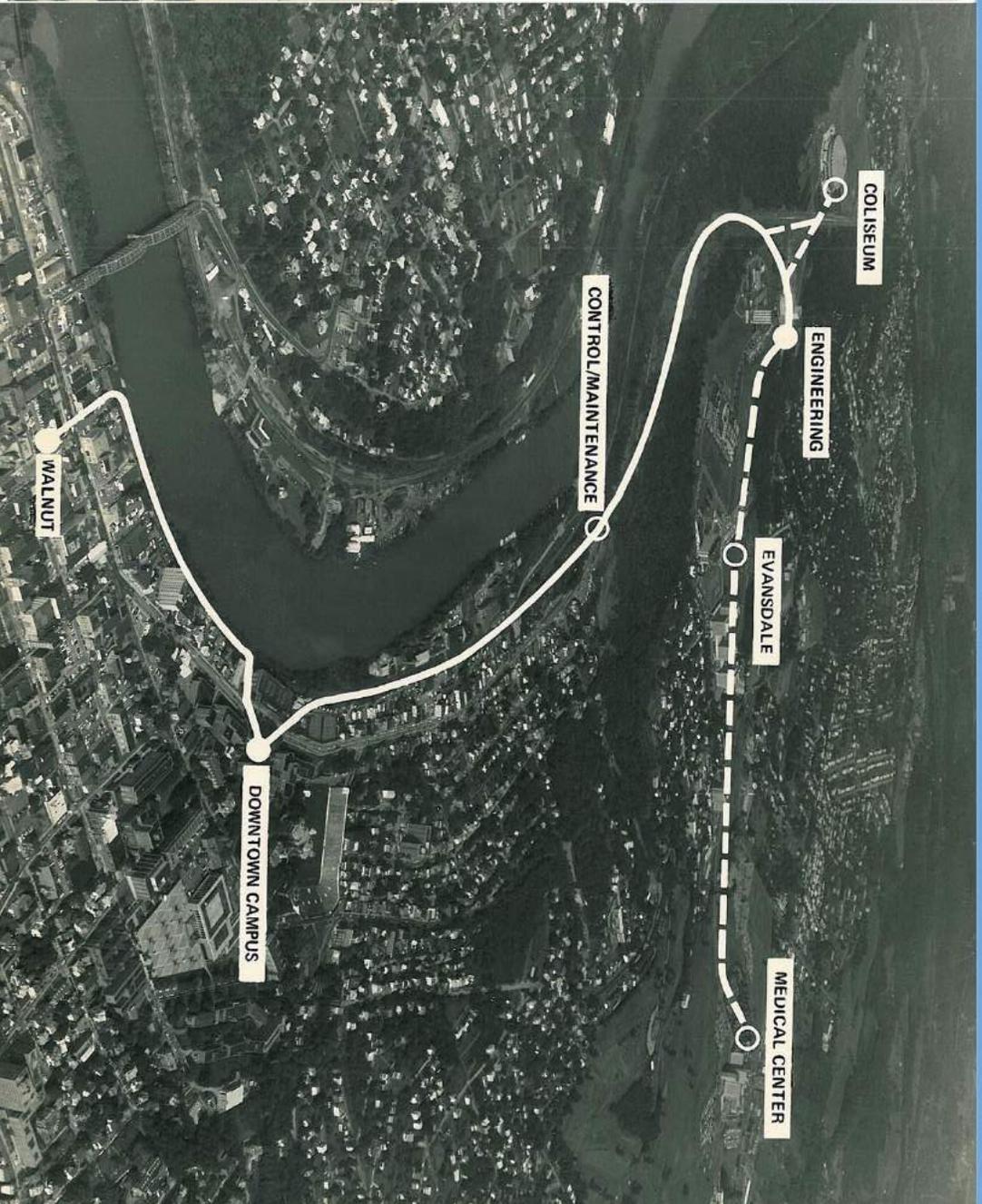
# Historic Documentation



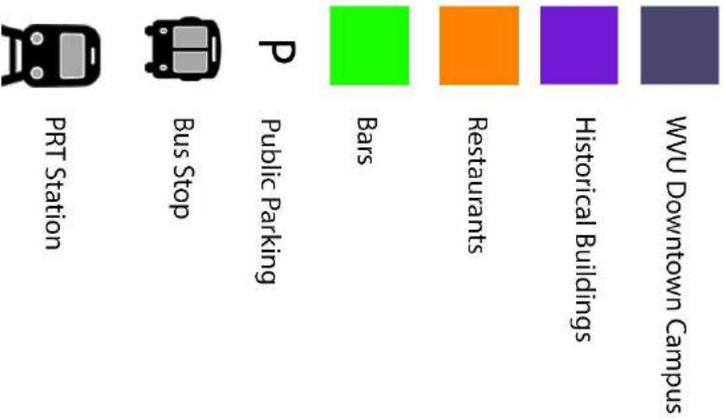
Old Westover Bridge, Site on Right



Train Depot Cutting Through site

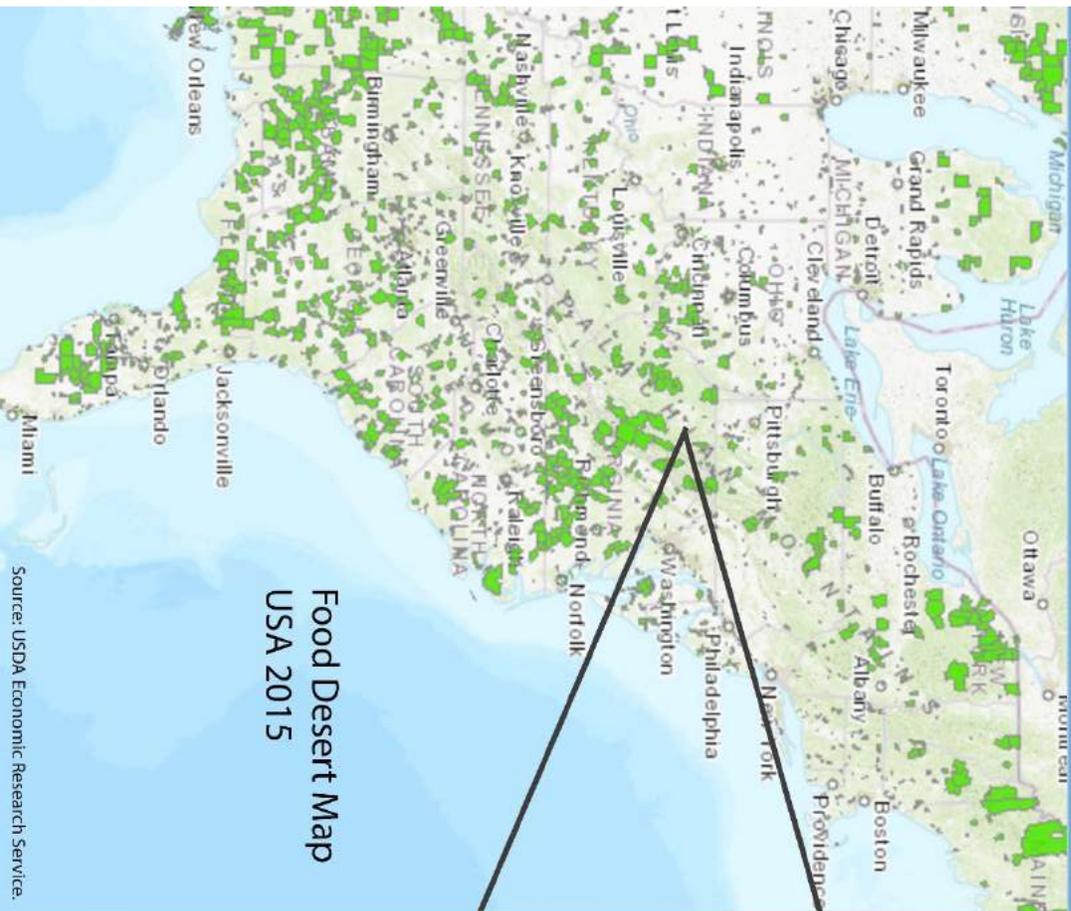


# Site Selection: Context Map



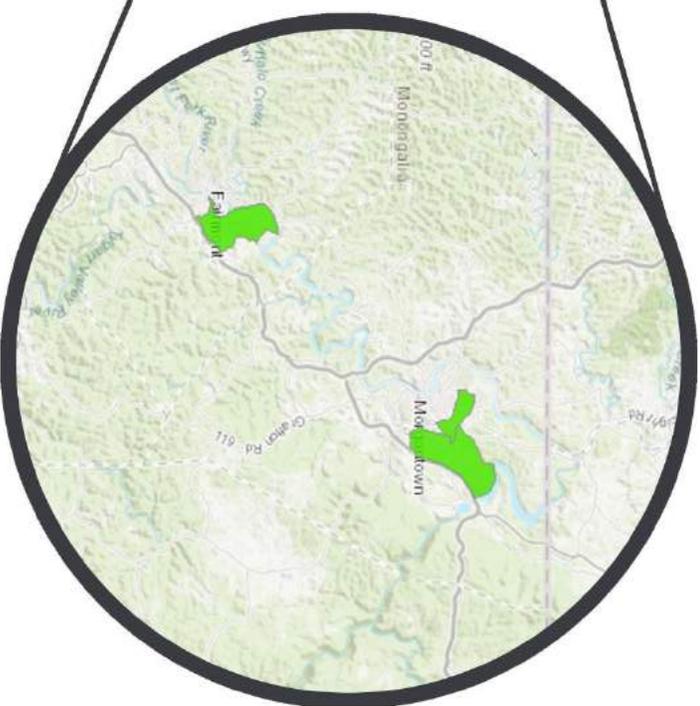
# Food Desert Map/Morgantown

With so many food deserts across the U.S. why pick Morgantown as the model?



Food Desert Map USA 2015

Source: USDA Economic Research Service.

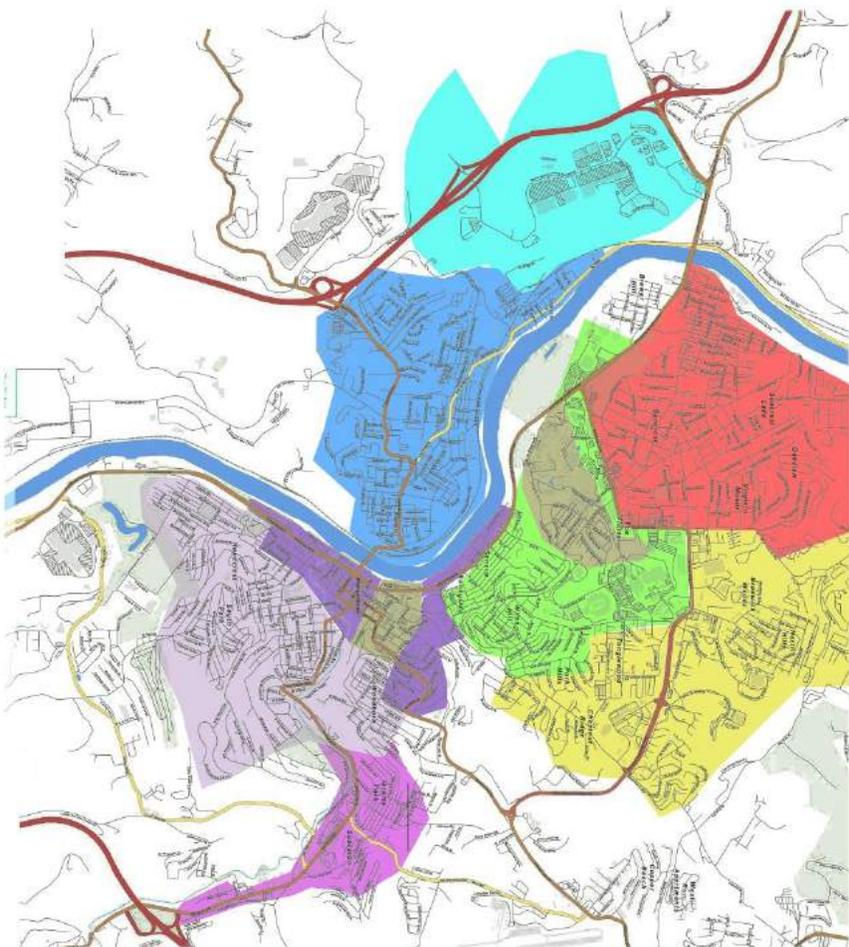
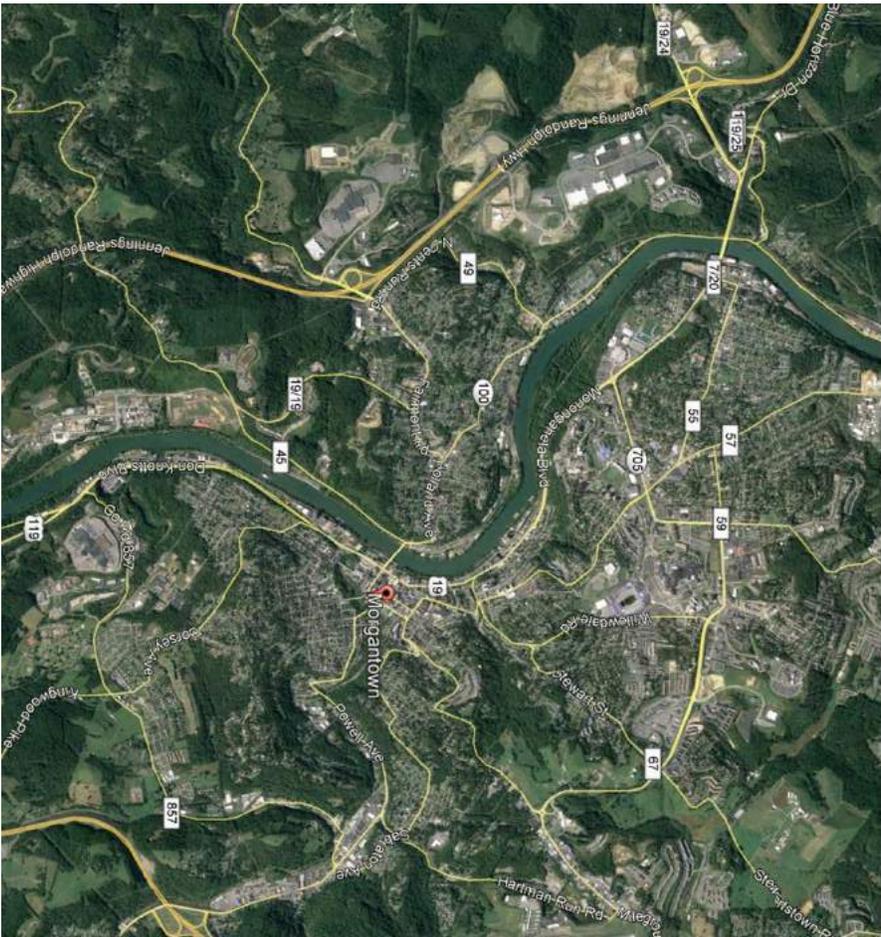


Food deserts: Places where residents don't have access to affordable nutritious foods like fruits, vegetables, and whole grains. Instead of grocery stores or farmers' markets, these areas often have convenience stores and gas stations with limited space and options.

VeryWellHealth

# 9 Districts of Morgantown

Morgantown is split into 9 districts that all hold different usages, styles, demographics, and environments. Each of these districts are separated by the West Virginia topography making it difficult for the people of Morgantown to traverse from one to the other without personal transportation.

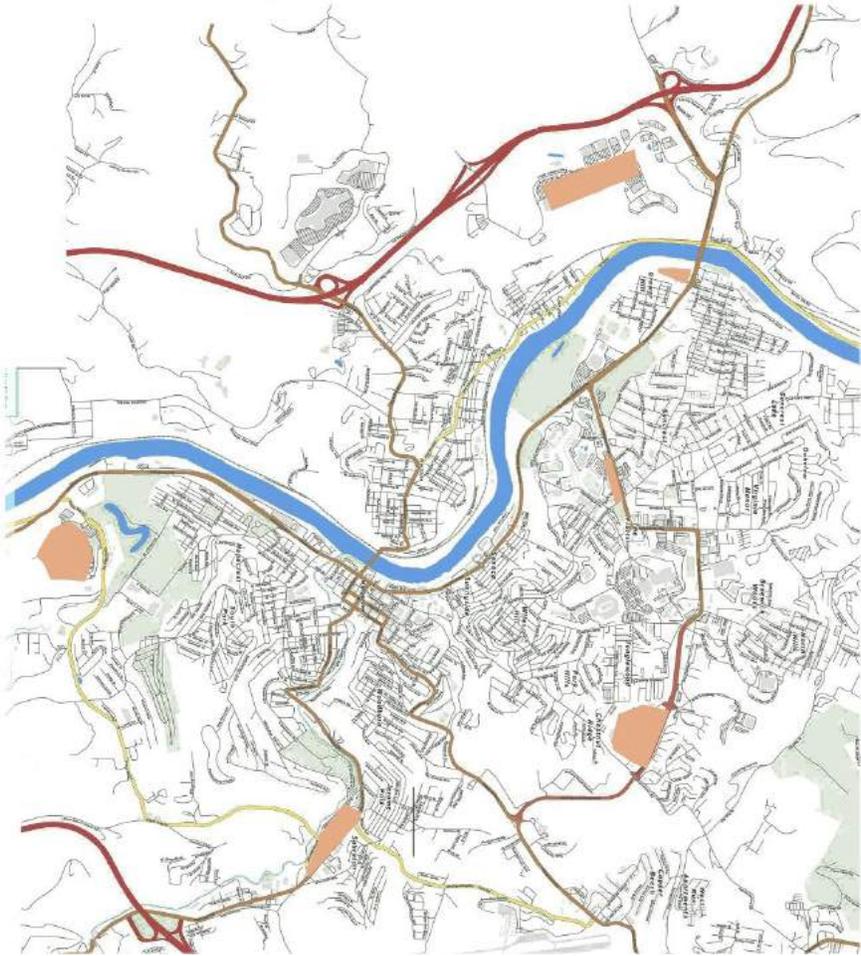
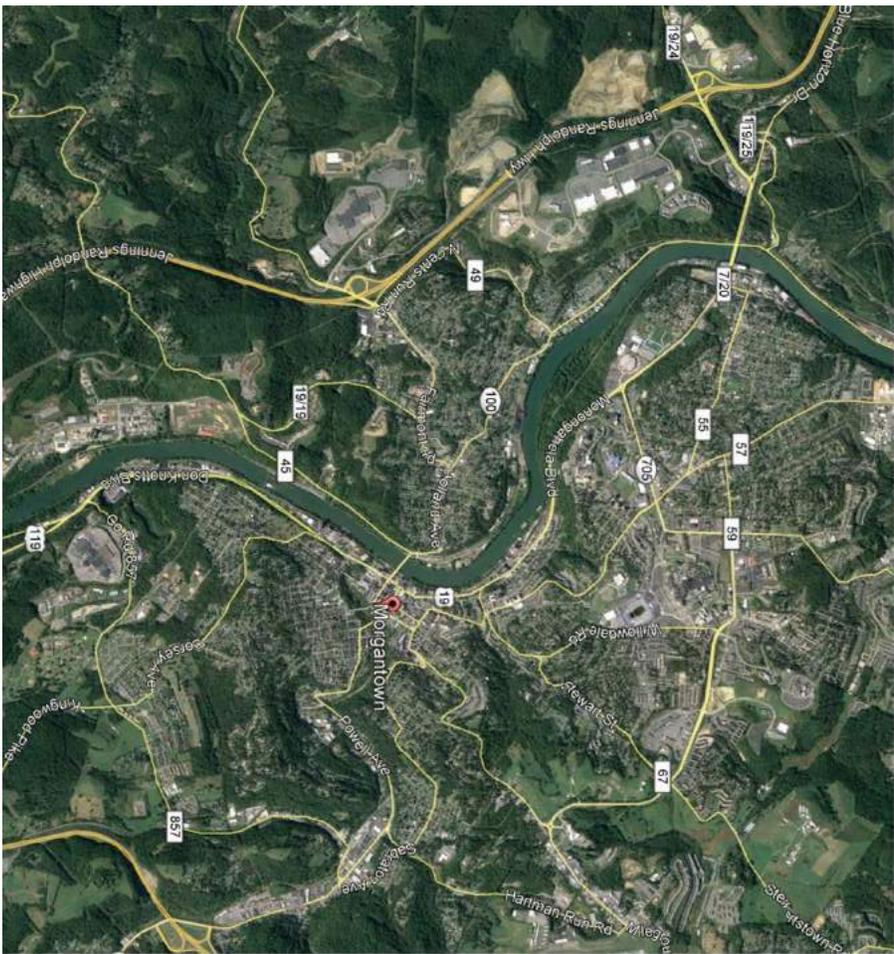




# Availability of Fresh/Local Markets

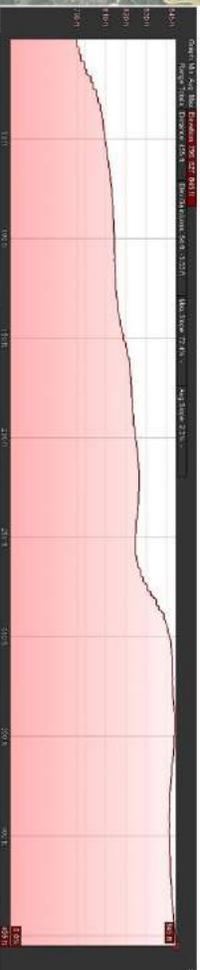
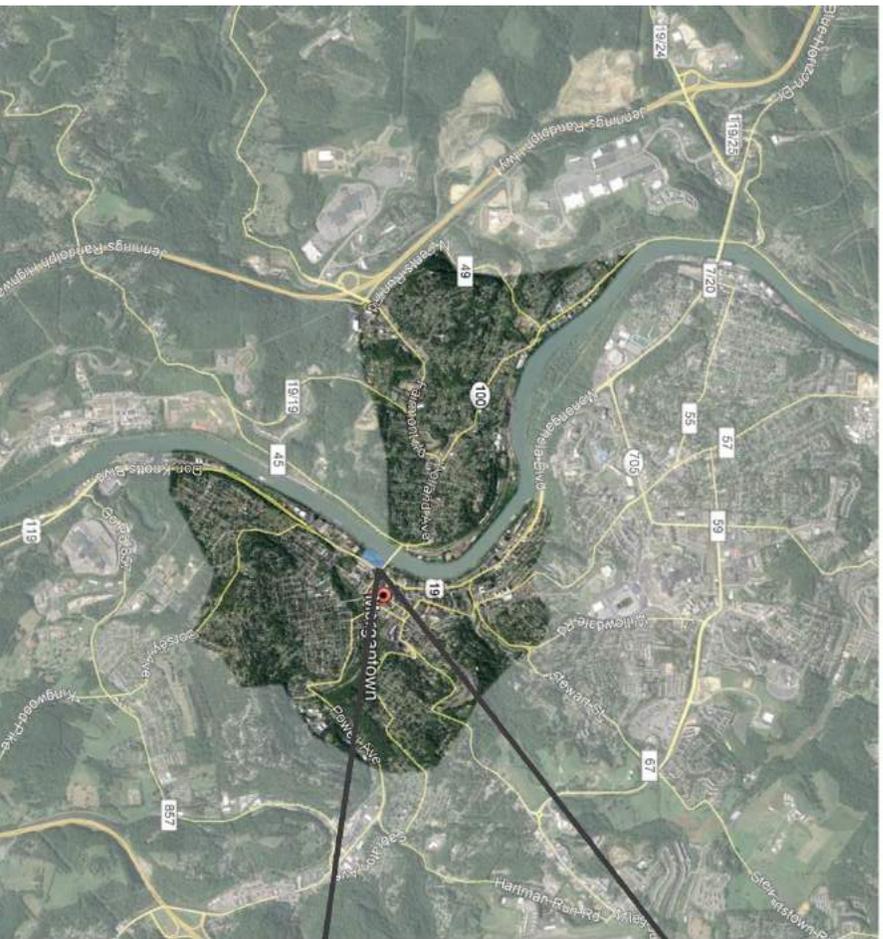
The availability of fresh and local food and produce in the city is somewhat available but is located in parts of the city that are mostly accessible to those with personal transportation. The unforgiving topography and lack of walkable paths make the possibility of walking to the markets a difficult task. Beyond this, the local busses are not an ideal way to make it to the market either.

 Fresh/Local Markets



# Site Selection: Downtown Morgantown/ Waterfront

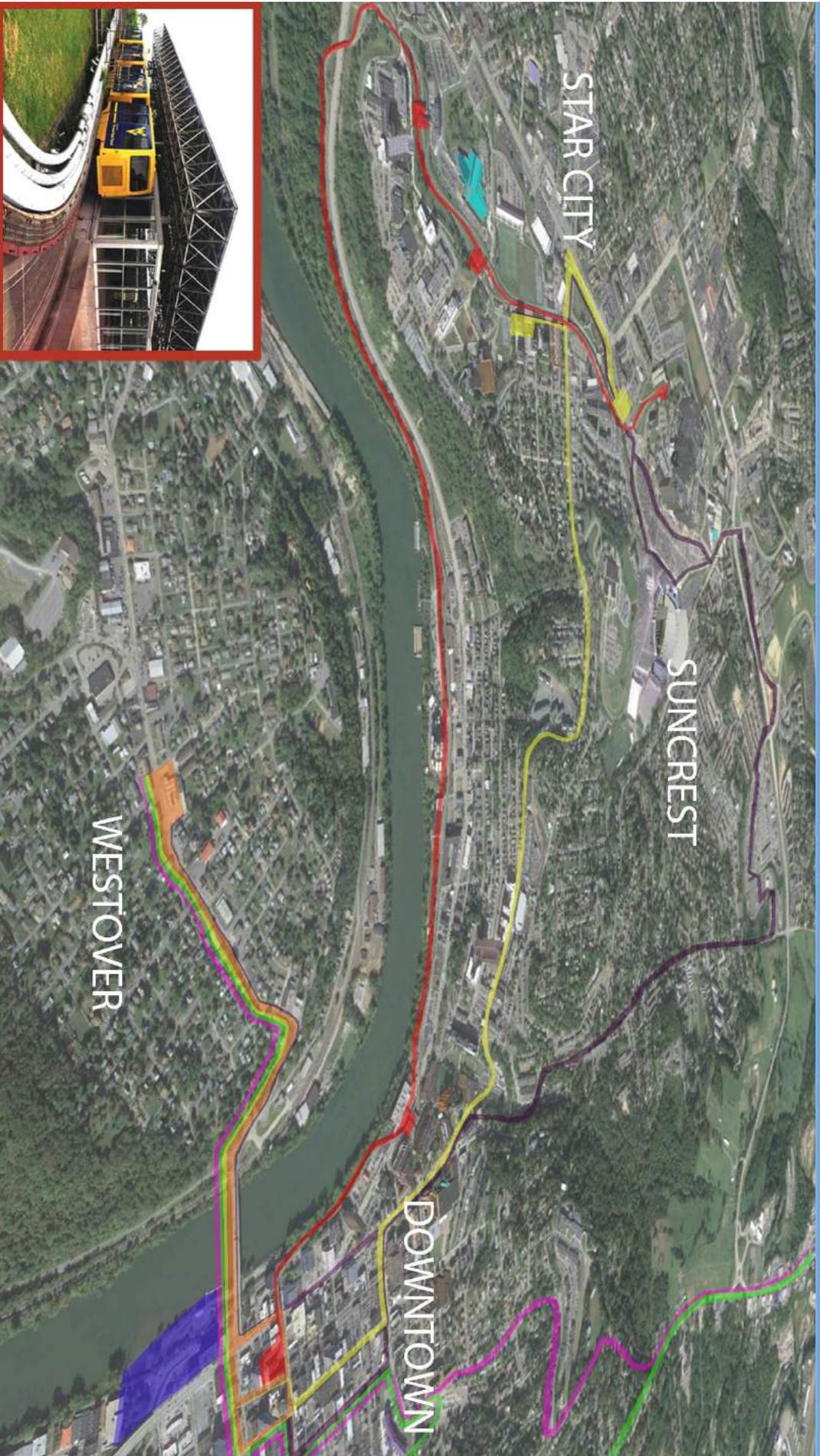
The site currently holds a commuter bus station, condos, outdoor theatre, rail trail connection, vacant office buildings, and a vacant fast food restaurant. The residential and commuter station are the only amenities that are still being used, and were kept in the scope of the design process. The site differs 40 feet from waterfront to road level, making for an interesting design challenge



# Site Pictures: Downtown Morgantown/ Waterfront



# Site Selection, Transportation: PRT and Bus Routes



# Site Selection: Context Map



- WWU Downtown Campus
- Historical Buildings
- Restaurants
- Bars
- P Public Parking
- Bus Stop
- PRT Station

# Program Development

## Community

- Art Shows
- Transportation Hub
- PRT Extension
- WVU Sports Hub
- Family Parks
- Waterfront Connection
- Offices
- Westover Connection
- Residential
- Dock Access
- Gym
- Bike Repair
- Rail trail Connection
- Hotel
- Out Door Theater

## Recreation

- Artistic Shops
- Fishing Areas
- Deckers Creek Access
- Concert Space
- Bike and Kayak Rentals
- Event Space
- Escape Rooms
- Arcades

## Food & Architecture

- Breweries
- Distilleries
- Molecular Cuisine
- Pop-up Bars/events
- Concept Restaurants
- Casual-High end Restaurants
- Farmers Market
- Herbal Medicine
- Coffee Shops

## Education

- Hands on Crafts
- Demonstration Kitchens
- School Event Space
- Clothing Design Shops
- Historical Landmarks
- Farming Education
- Vertical Farming
- Horizontal Farming

- Live Music Areas
- Shopping
- Boat Rentals
- Collectable Shops

Program	SF	#
Restaurant @ 40 Seats	1000 SF	4
Restaurant @ 80 Seats	2000 SF	4
Coffee Shop @ 30 Seats	600 SF	2
Open Market in Lot	20,000 SF	1
Vertical Farm	10,000 SF min	1
PRT Station	3000 SF	1
Demo Kitchen	1200 SF	2
Bike/Kayak Rental	600 SF	2
Bar	900 SF	2
Office Building	11,000 SF	3 Floors
Shops	850 SF	10
Outdoor Theater	3000 SF	1
Existing Apartments	10,000 SF	6
Brewery	5,000 SF	1

- Site Area: 5.5 Acres
- Restaurants: 5-7 restaurants @ 20-40 seats
  - 2 Coffee shops
  - 10 Shops & Recreation Options

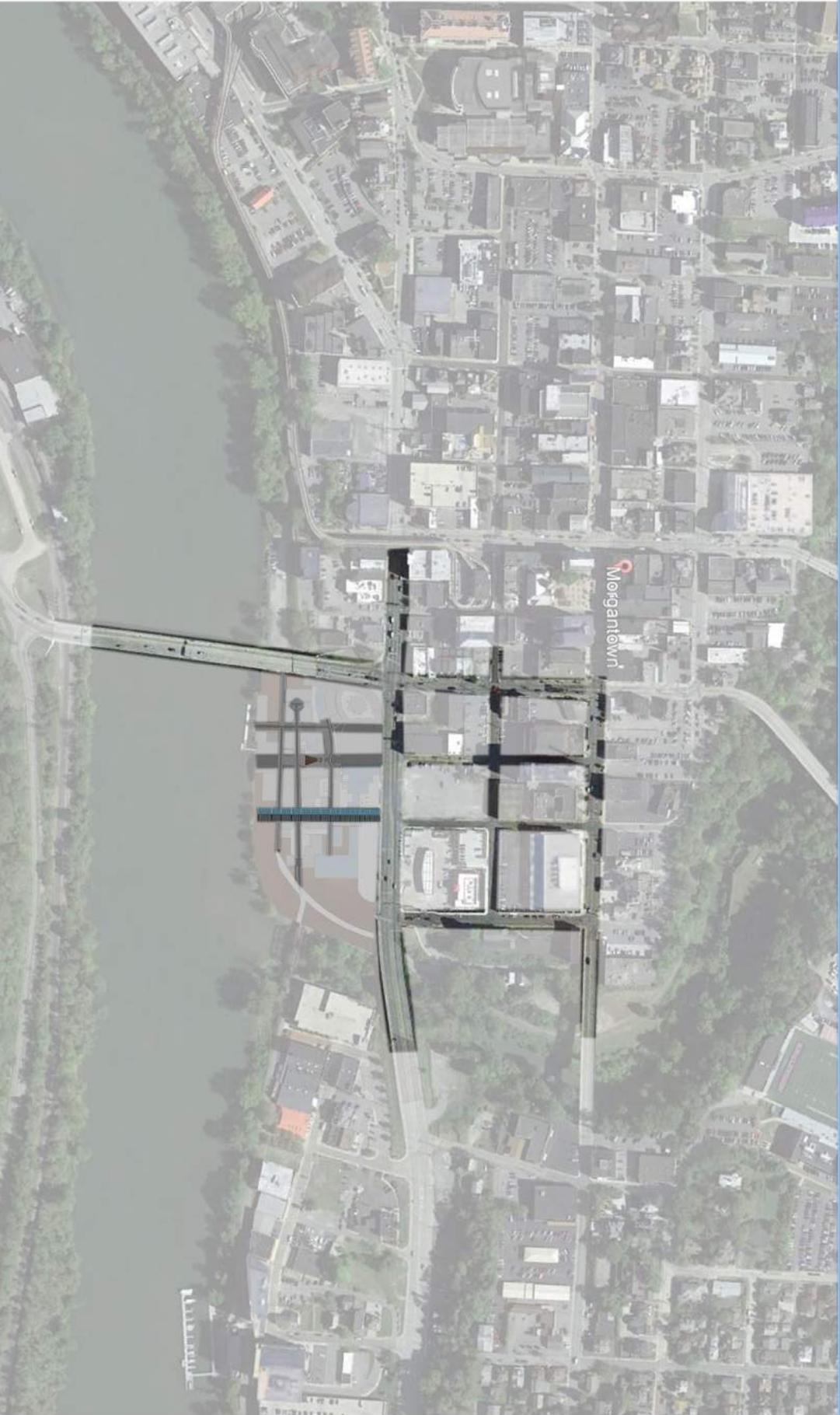
- 1 Brewery
- 1-2 Demonstration Areas
- Outdoor Theater

- 2 Bars
- 1 Vertical Farm
- Open Market Space
- Apartments
- PRT Station
- 1-3 Parks

# Design: City Context



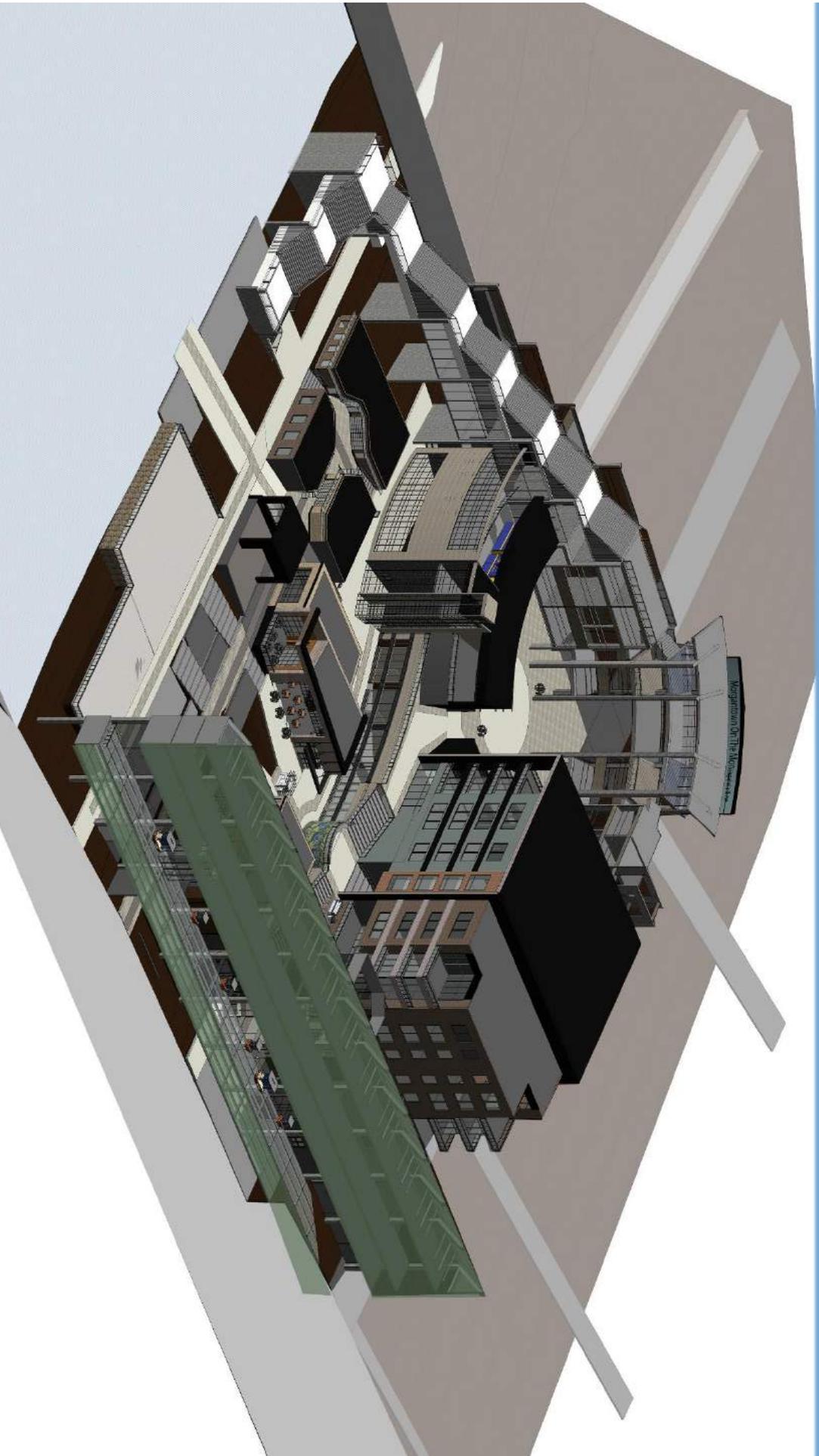
# Design: City Context



# Design: Greenhouse Axis



# Design: Greenhouse Section



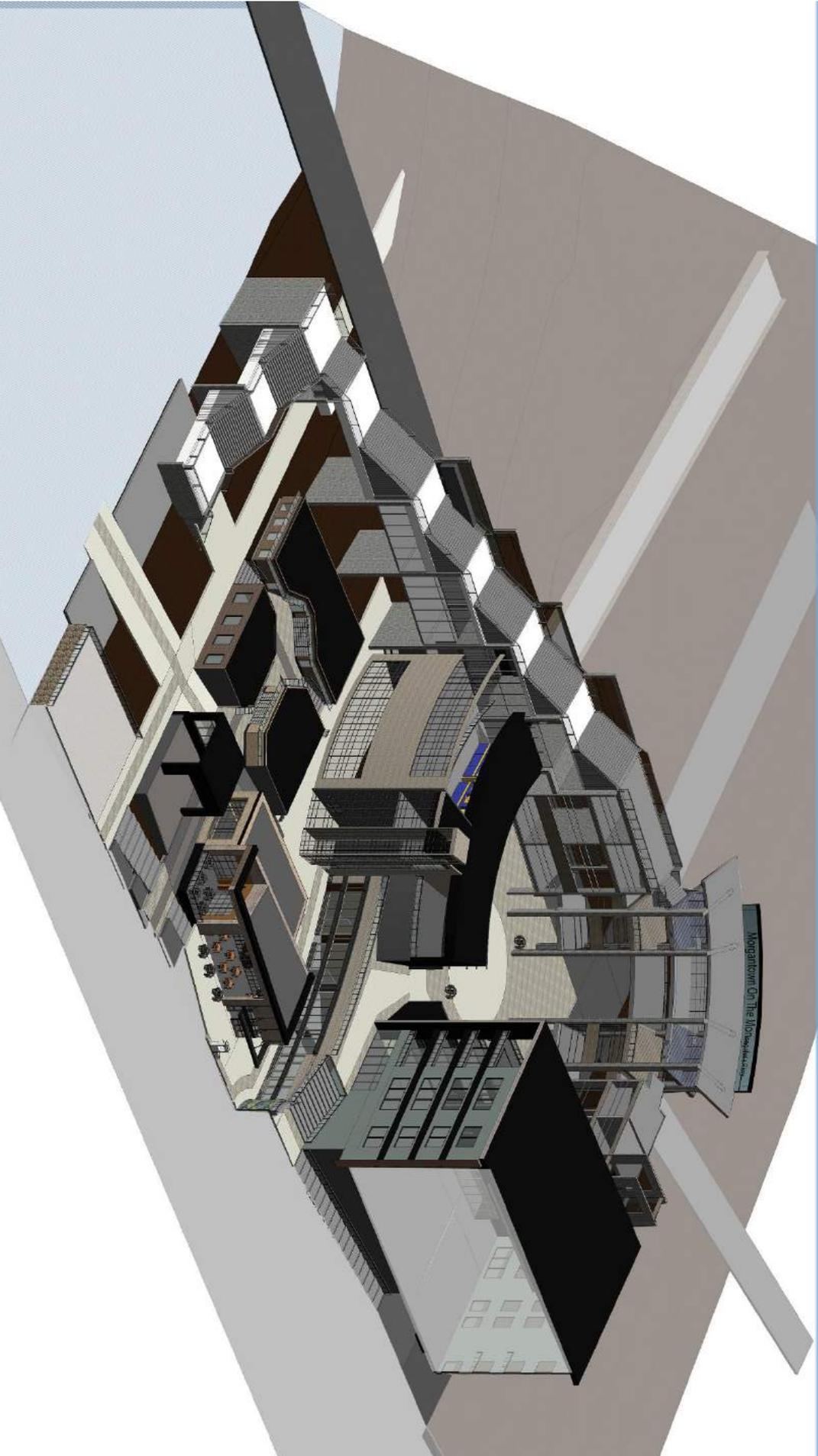
# Design: Greenhouse Axis Section



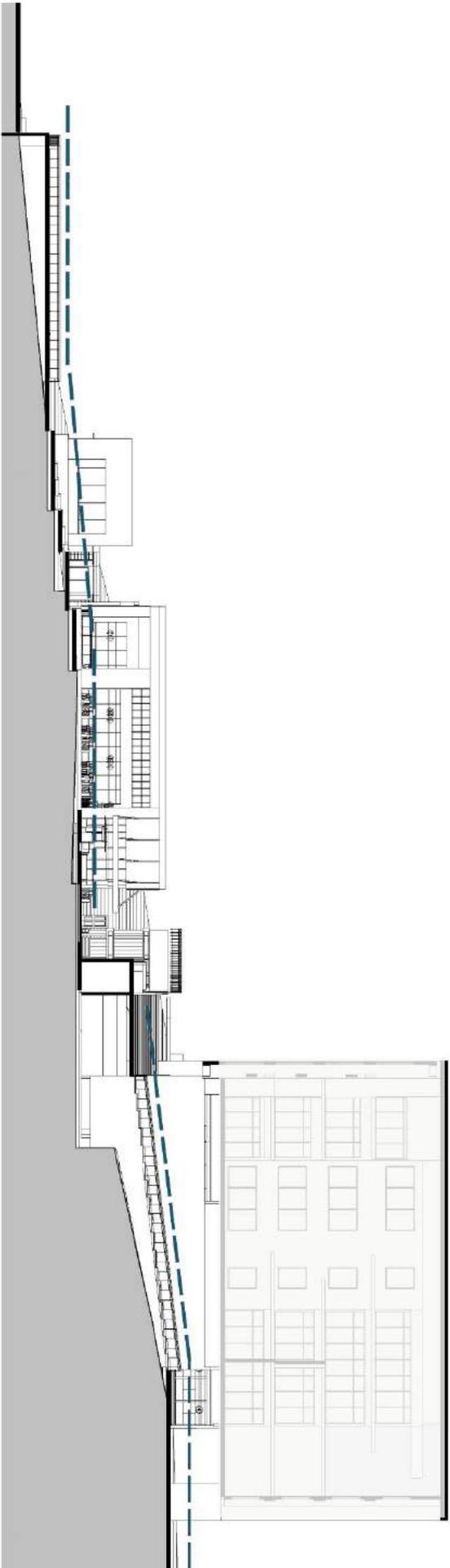
# Design: Residential Axis



# Design: Residential Section



# Design: Residential Axis Section



# Design: Site Plan



# Design: Site Organization



Restaurants



Bars/ Brewery



Farming/ Food Education



Shops



Office Space



Entertainment Sapce



Transportation

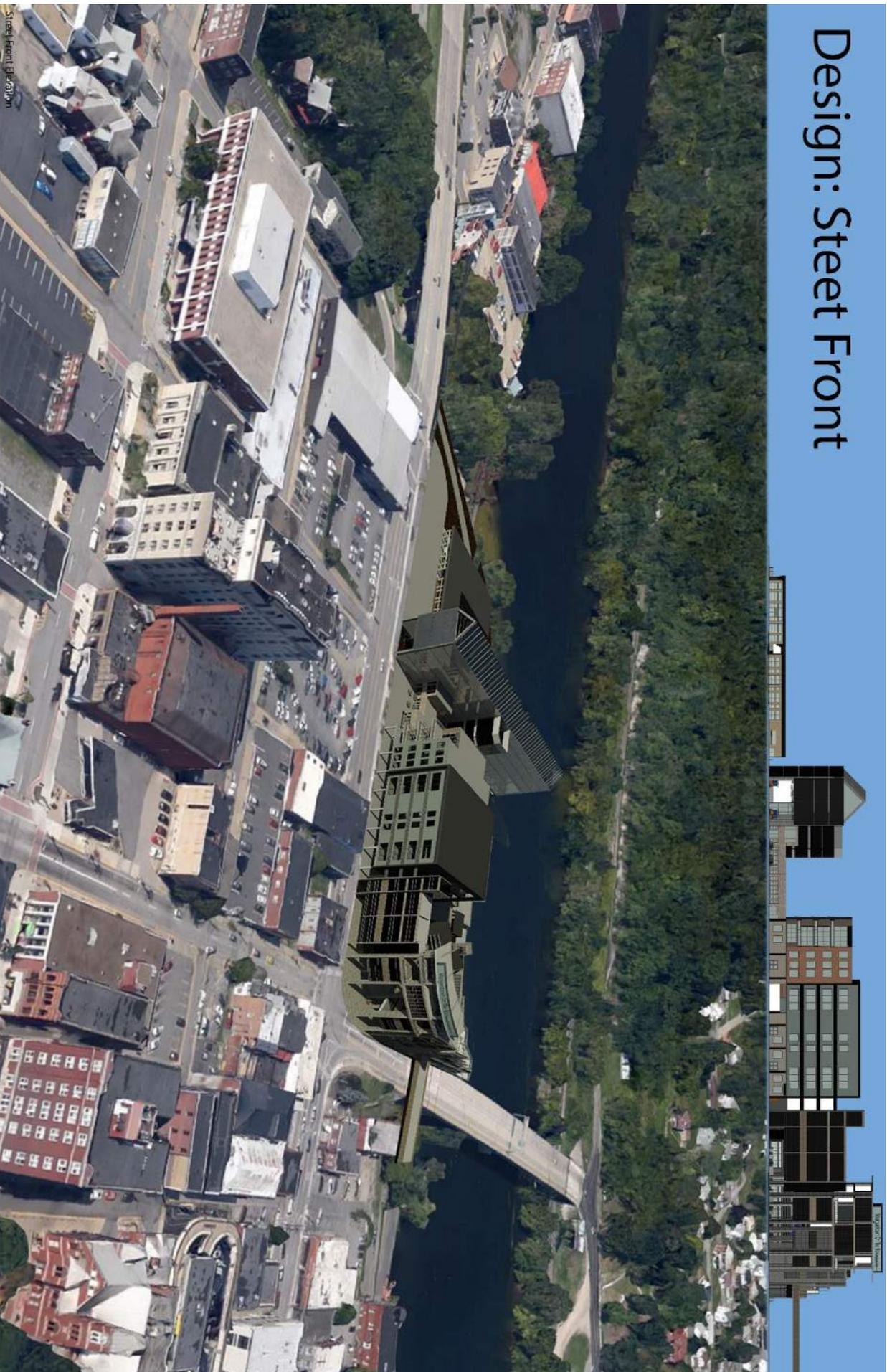


Residential



Cafe

# Design: Steet Front



Street front elevation

# Design: Riverfront Exposure



Riverfront Elevation

# Design: Elevations



Street Front Elevation



Riverfront Elevation

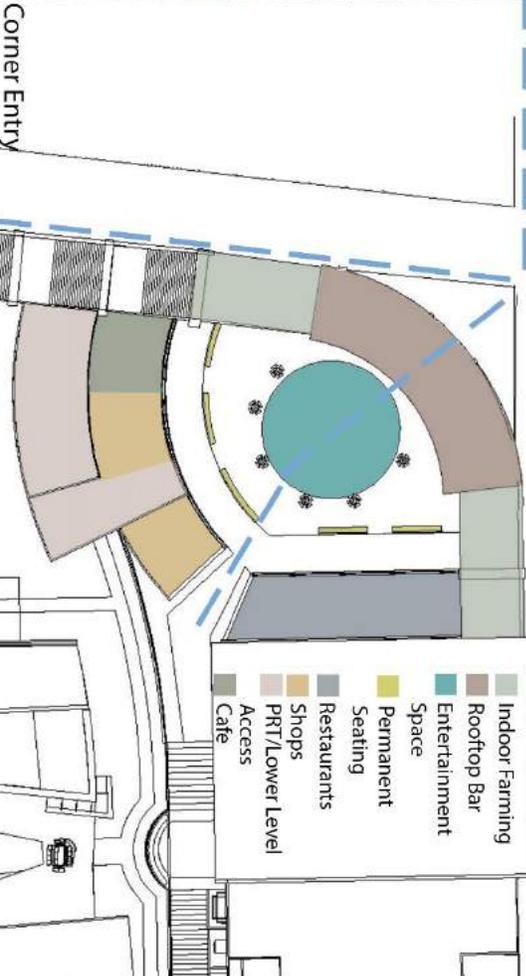
# Design: Corner Entry



Triumphal Arch



Corner Entry Courtyard



Corner Entry



# Design: Progression to Lower Level



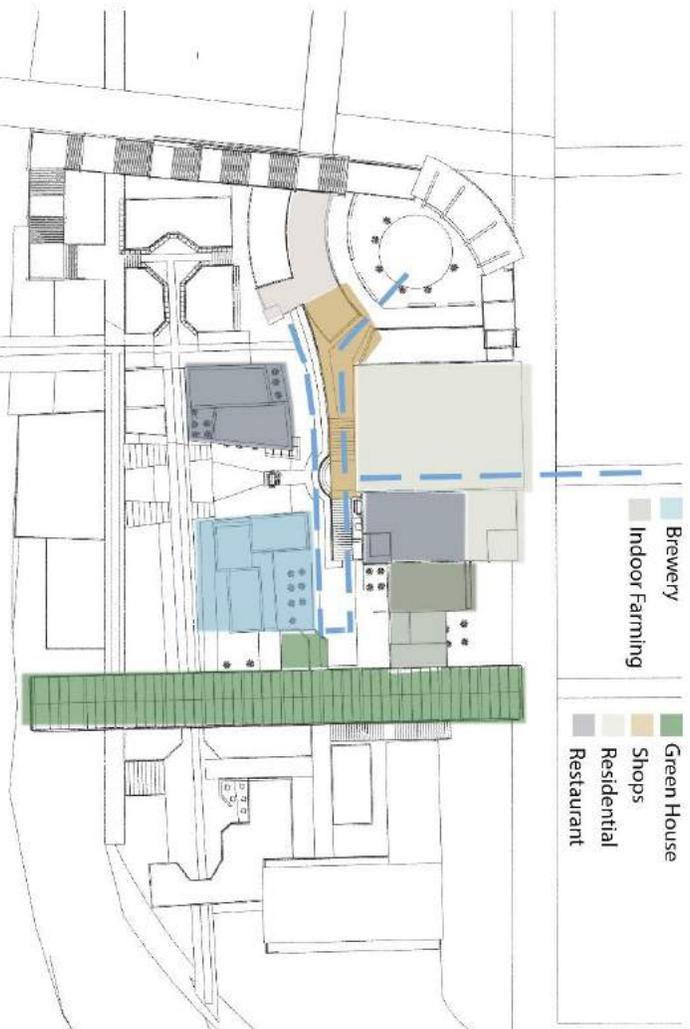
Stairs to Lower Level



Center Axis Platform



First Step Down



# Design: Progression to Waterfront



River Axis



Stair Axis



Rail Trail Axis



# Design: Progression Through Center



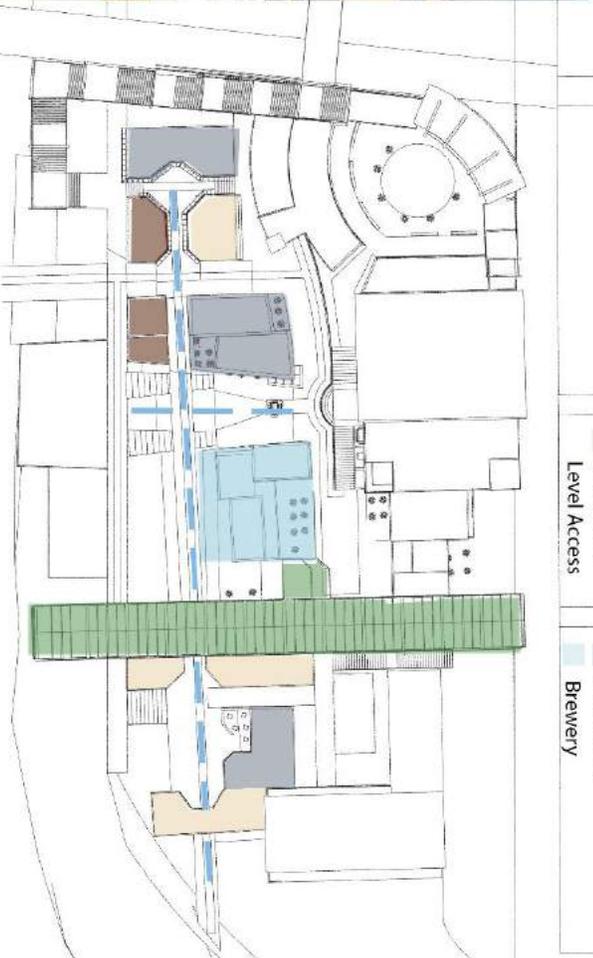
North Plaza



South Plaza

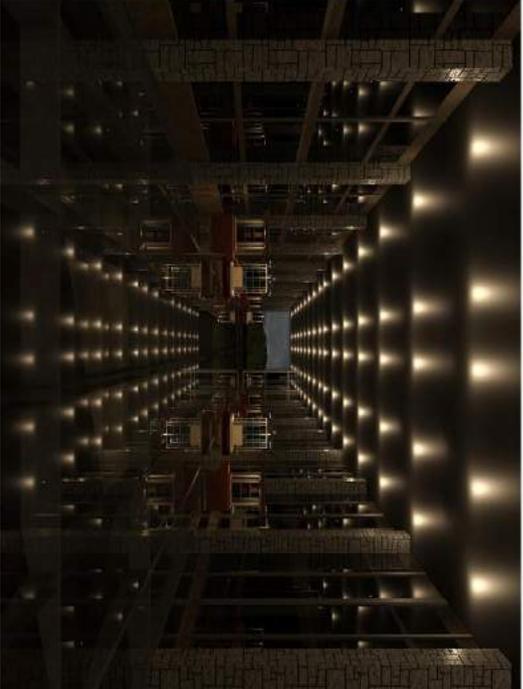


Spanish Steps



- Green House
- Demo Kitchen
- PRT/Lower Level Access
- Shops
- Restaurant
- Brewery

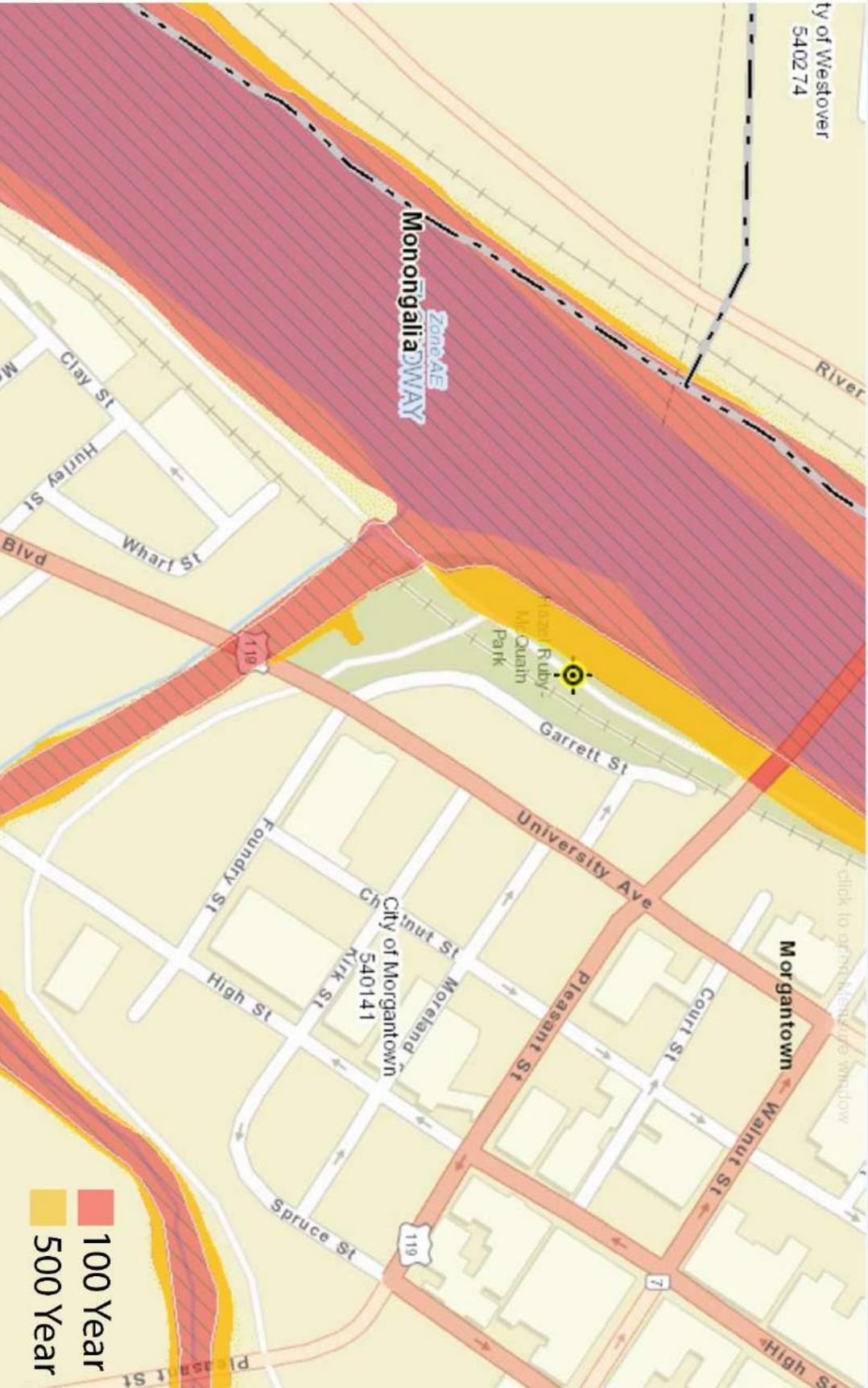
# Design: Green House



# Changing Our Food Culture with Gastronomy & Architecture

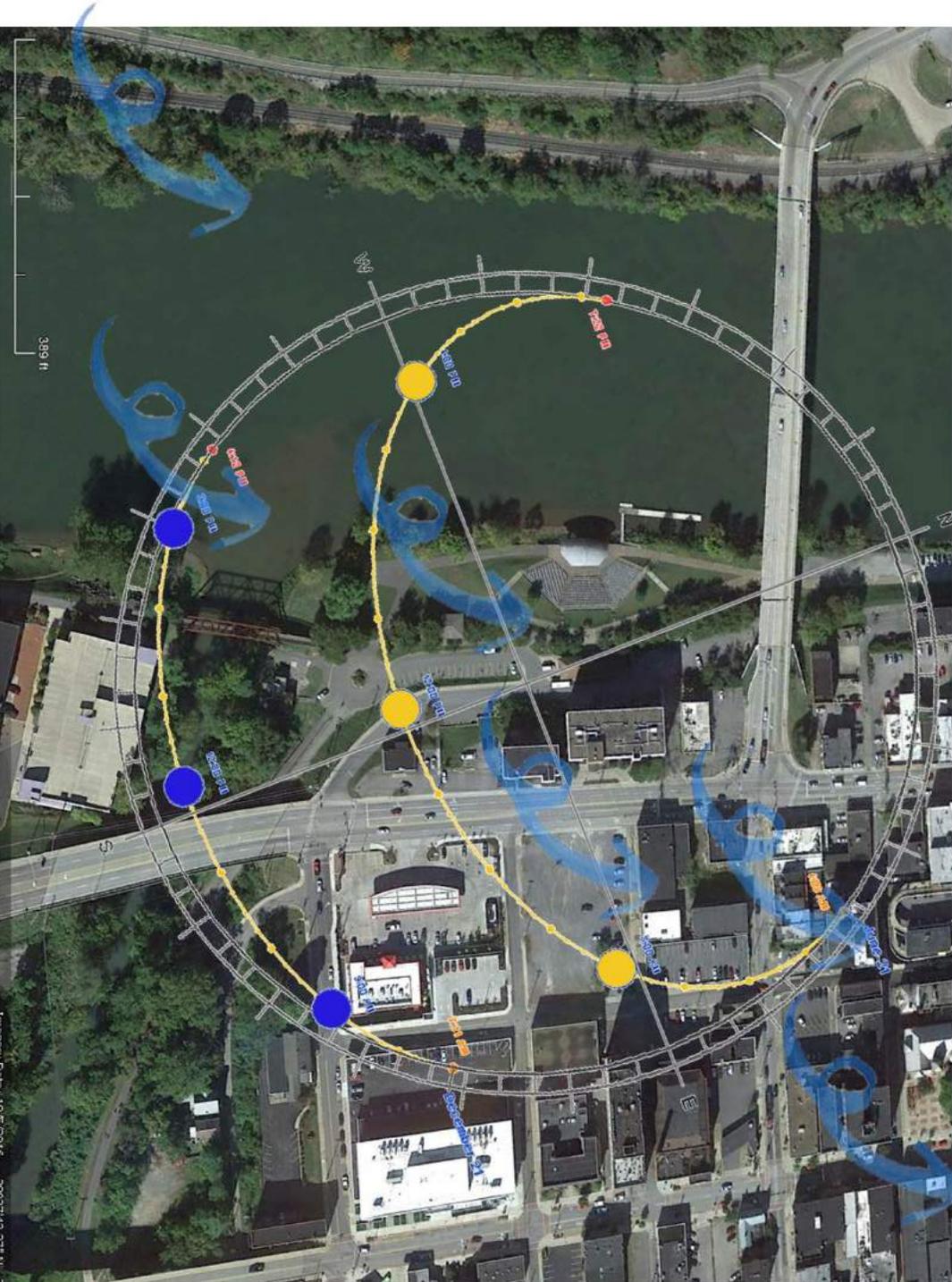


# Site: Flood Plain





# Site: Sun Path



# Site: Surrounding Amenities



# Site: Existing Building Analysis "View At The Park"

Exterior



Interior

- 56 Units
- Tenant Parking
- \$60k-200k Condos

