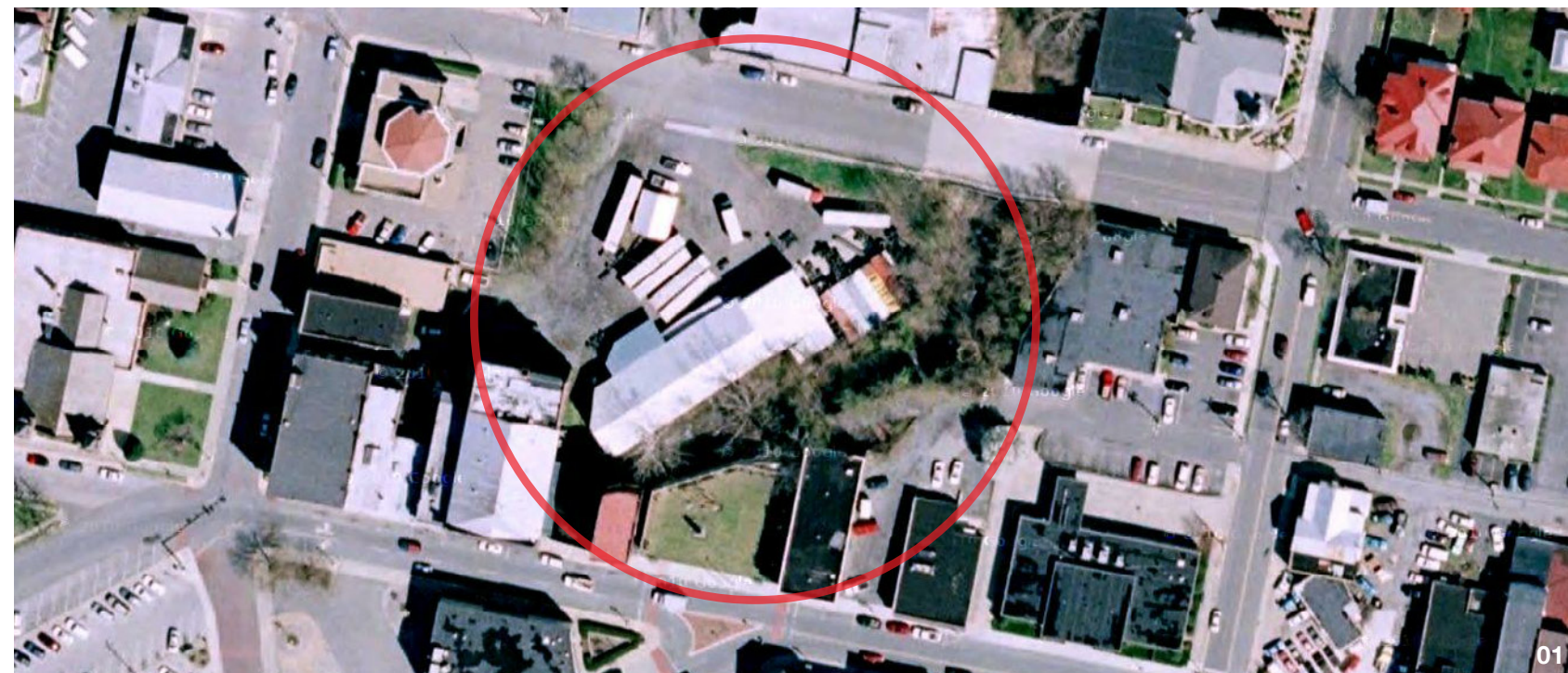


RE-PLACE

The idea of RE-PLACE is to re-inject a distinct sense of livability and cultural identity into the hollow main streets of post-industrial towns by introducing vibrant civic architecture at their centers. To RE-PLACE is to engender a renewed sense of place. Covington and Clifton Forge, Virginia are representative of many previously prosperous American towns, struggling to survive as the industries, which fueled their growth, continue to abandon them. Tucked within a small valley along the Jackson River, these Appalachian towns face severe urban challenges. Deserted storefronts, empty houses, and decaying infrastructure all contribute to an underlying sense of abandonment. In this context, the Covington Farmers Market and the Clifton Forge Amphitheatre aim to act as catalysts for revitalization. RE-PLACE aspires to serve as a model for other communities to rediscover and celebrate their own uniqueness of place.



RE-PURPOSE

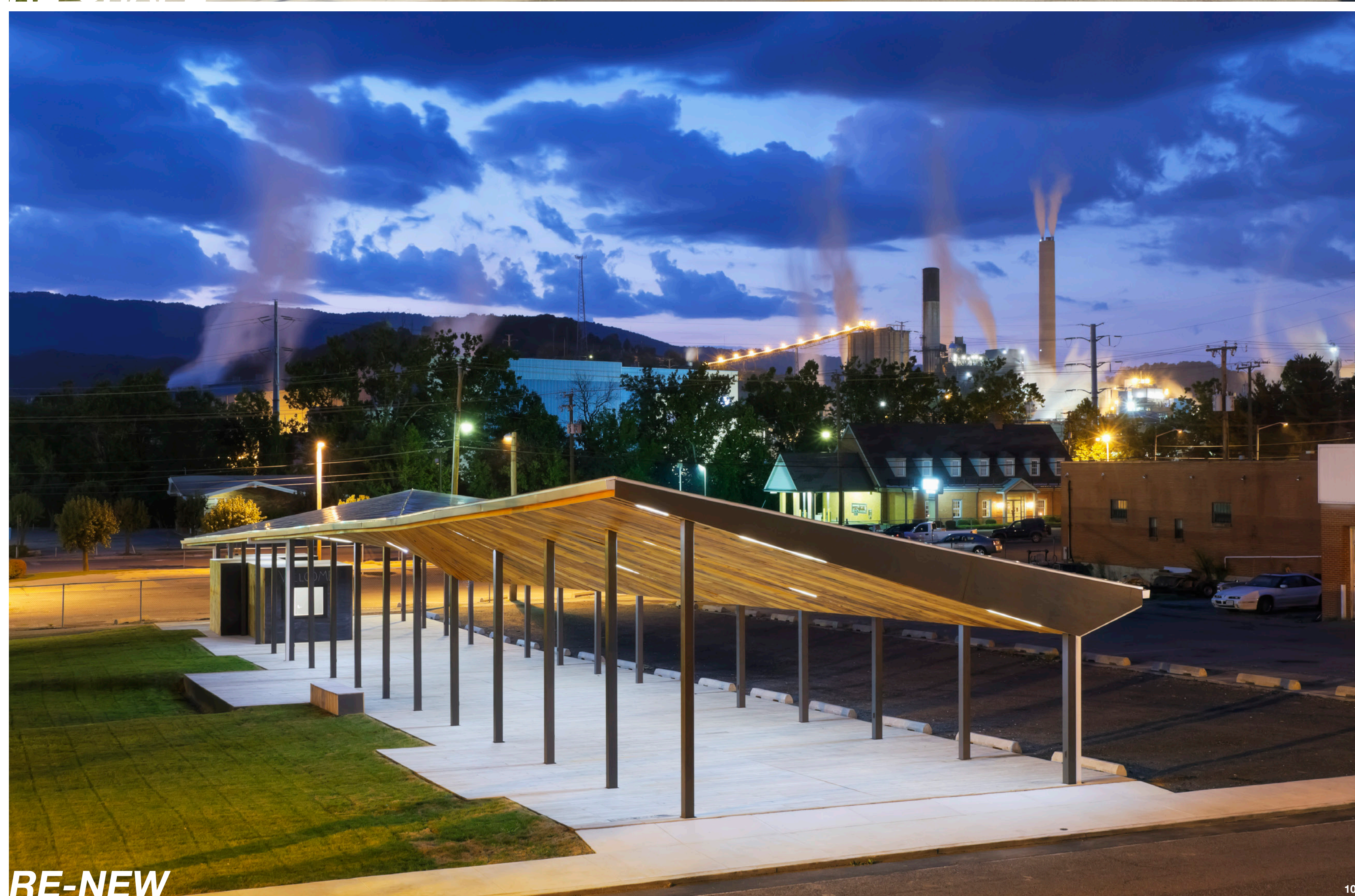
RE-BUILD

Digital fabrication plays a substantial role in RE-PLACE by pushing existing local industry to realize their potential and to expand into emerging markets: steel shops have expanded into CNC production, truss manufactures have realizing that their existing CNC production line allows for mass-customization rather than simply mass-production and sawmills have realized a new market in Appalachian hard wood decking.



Situated on a prominent corner, at the entrance to downtown Covington, the new pavilion transforms the image of the town to incoming visitors. The new structure is the expression of a dynamic community taking concrete steps to improve its own environment and to re-shape its own future. The Covington Farmers Market has become a strategic tool for getting the healthiest food in the hands of families with the most limited means. The Market creates an opportunity for people to eat, and share stories, recipes, and knowledge in a place dedicated to the cultivation of local products and talents. The farmers and their market have drawn people back to Main Street. Their pavilion is the modern expression of the town's timeless agrarian sensibilities.

01 The warehouse was located at the center of the once busy downtown
02 Sedentary trucks and piles of old tires dominated the scenery around the former tire wholesale warehouse in Clifton Forge, Virginia
03 Warehouse disassembled for repurpose
04 Local farmers staged a market in a vacant parking lot in Covington, Virginia
05 Context of the parking lot on Main Street, Covington
06 Digital fabrication expedited the fabrication process, including the production of structural trusses
07 Vendors sell fresh produce in the new pavilion
08 Team members construct the farmers market pavilion using wood reclaimed from the Clifton Forge tire warehouse in the parking lot
09,10 The design team answered the local need for a farmers market, breathing life into a fading downtown



RE-NEW



RE-USE



RE-ENGAGE



RE-POPULATE



RE-JUVENATE

Back in Clifton Forge, removal of the tire re-treading operation and the re-purposing of its blighted warehouse left a gash in the cityscape. The newly developed site redefined the urban fabric by providing much needed public space at the centrally located creek-side site. A park and amphitheatre serve to knit together the fragments of a fledgling arts based re-vitalization in neighboring buildings. The amphitheatre is an unrestricted cultural anchor that belongs to the community at large. It is a vibrant center of spontaneous public gathering that revitalizes the downtown, supports local businesses, promotes community activities, nurtures the arts, and gives access to cultural activities to a broad cross section of the community. The delicate curves of the amphitheatre are the expression of a creative and forward leaning community.

- 11 The warehouse lot stripped bare, a blank canvas in the midst of a recovering community
- 12 Volunteers lay sod for the lawn
- 13 Local talent uses the stage for the first time on opening day
- 14 A Clifton Forge resident watches the amphitheatre take shape
- 15 Amphitheatre and park on the morning of its completion
- 16 Backstage multipurpose space and creekside walk
- 17 Amphitheatre at night



RE-GENERATE



RE-IMAGINE



RE-FRESH