

THINKING IN THE SQUARE:

UNION SQUARE GREENMARKET

Written & Designed by Ashley Noël Culver



*PREVIOUS PAGE: A view
of Union Square Park
from the South side.*

*LEFT: A variety of colorful
peppers hang at a local
produce market.*

*Greenmarket farmers
grow more than 350
varieties of peppers.*

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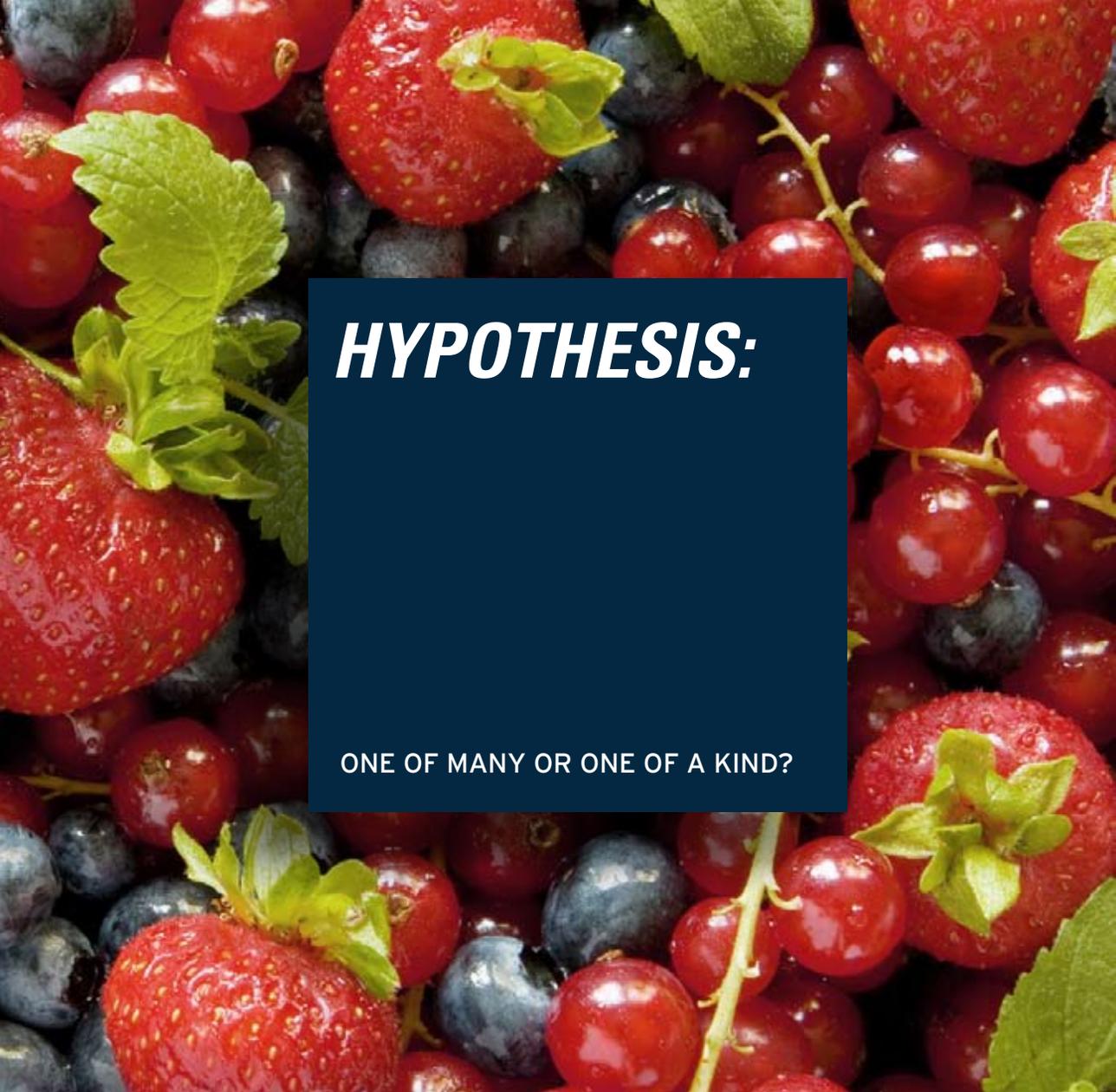
LEFT: Homemade herbal jams stacked on a sunny summer day.

There are 15 producers of honey, syrup, preserves, or wine at the market.

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HYPOTHESIS:

ONE OF MANY OR ONE OF A KIND?

One of many or one of a kind?

Thirty-seven years after Union Square was first opened to the public, the Council on the Environment of NYC (CENYC) started its Greenmarket program. This program organizes 50 markets throughout the five boroughs of New York City, bringing 182 growers and food producers into the city to sell their products. The first and largest of them all is the Union Square store, an appropriate setting for such a progressive business plan – the square has a long history as a place for public meetings, parades, markets, union protests, and other social interactions that are crucial to the city of New York.

But how did it become Union Square when it is obviously an oval? By Webster's definition, a square can be an open place or area formed at the meeting of two or more streets. Therefore, even though Union Square is not a geometrical square, its name fits well. In 1872, Frederick Law Olmsted and Calvert Vaux redesigned it, adding features that were more beneficial to its use as



PREVIOUS PAGE: An assortment of berries from a local farm.

There are 98 vegetable, small fruit, and orchard growers throughout our many Greenmarkets.



a public space, foreshadowing the rich history to come. Following the first Earth Day in 1970, the CENYC's first Greenmarket was formed. Then, in 1985, Union Square was renovated into the park that we know it as today.

By creating an identity for the Union Square Greenmarket as an individual market under the Greenmarket group, I hope to unite a community with a strong identity that will still maintain the feeling of a local market. I believe that it will help the market reach out to newcomers as well as market regulars and educate them on the benefits of being green and becoming a participant in the local food movement.





BACKGROUND:

FROM SQUARE ONE
LOCAVORE: CRAZY EATER?
GREEN SINCE 1976

FROM SQUARE ONE

A History of Union Square Park

When one of the most famous grid plans in history was put into action in 1807, a former potter's field became known as Union Place. It wasn't until 1831 that the State Legislature authorized it as a public space, and eight years later that it was acquired by the City of New York. On July 19, 1839, Union Square was officially opened to the public with the look and feeling of a fashionable London square. The layout of the park emphasized its oval shape with green hedges and classy picket fences. Similar to today, the park was surrounded by houses, stores, offices, theaters, banks and hotels. It was a place for public assemblies, parades, protests, performances, and other essential social interactions.

In 1872 Frederick Law Olmsted & Calvert Vaux redesigned the park to better accommodate the growing numbers that would gather at the public meetings. They took away the hedges and fences making way for wider sidewalks and a reviewing stand. All of this came in handy on September 5, 1882, when 10,000 laborers marched up Broadway, passing by the

PREVIOUS PAGE: A green mixture of some of the freshest salad greens.

RIGHT: Historical etching of a protest that took place in Union Square in the 1800's.

Over 100 restaurants obtain ingredients from Greenmarket farmers each week.



ETCHING: HARPERS WEEKLY, MAY 4, 1861



IMAGES: NEW YORK PUBLIC LIBRARY, GEORGE GRANTHAM BAIN COLLECTION.

FROM SQUARE ONE

(Continued)

square in New York's first labor parade. In 1894, this day officially became known as Labor Day when announced as such by Pres. Cleveland.

The park underwent additional demolition and renovations in the late 1920's. A new underground concourse for the New York Subway system was added, bringing straightened paths and a colonnaded pavilion on the north side.

The first Earth Day was celebrated in Union Square in 1970. Only six years later the Union Square Greenmarket would open its stands and provide New Yorkers with a variety of fresh, local food and plants.

Union Square's Park became what we know it as today in 1985, when it was renovated once more due to its misuse in the 1970's, which brought deterioration and graffiti, as well as its reputation as a meeting place for unsavory characters. The park became more accessible, with 2 new subway kiosks, lighting and a central green lawn.

TOP LEFT: Bird's eye view of Union Square, 1853.

TOP RIGHT: The front of Tiffany's store in Union Square, 1899.

BOTTOM LEFT: Trolleys in Union Square in 1906.

BOTTOM RIGHT: Work Horse Parade obstacle course set up in the square in 1908.

Over 100 restaurants obtain ingredients from Greenmarket farmers each week.



TOP LEFT: Barnes & Noble.

BOTTOM LEFT: Union Square fountain.

MIDDLE: Union Square Park & Market.

TOP RIGHT: Whole Foods.

BOTTOM RIGHT: Union Square Greenmarket.

Union Square Greenmarket resides between a variety of different businesses.





LOCAVORE: CRAZY EATER? An Introduction to the Local Movement

The term local has been defined many ways depending on the person's agenda. A local farm might think that anything within reasonable driving distance is local. Some people think of local as their city and the surrounding area or maybe even their state. A company might consider where the produce is picked as local even though their distributor might not in fact be local. Luckily, the USDA has suggested that the actual maximum amount is 400 miles, which would be a days-distance of driving.

One critique of using distance as a method of defining what is local is that companies can use it to their advantage when labeling their products. They are allowed to label something as local because it was grown locally. The truth is that it could travel hundreds of miles to its distributor and then hundreds of miles back to your local grocery. Advocates of the local food movement therefore ask that fresh food products be labeled with the total distance that they have traveled.





These advocates as well as others have joined the local food movement and have adopted the name “Locavores”, Loca meaning crazy and vore meaning eater. Locavores are not crazy eaters - they are just crazy about the idea that they eat food grown locally or within a certain amount of miles. The movement encourages people to shop at and support their local farmers as well as growing their own food at home.

There are many pros to eating local including reducing cost due to not needing to transport as far, etc. It also leads to an increase in food quality. In locally grown food there is a reduced need or no need to use preservatives because the food is picked at its peak and sold right after at the farm or local market, completely opposite of non-local food, which is looked down upon for generally taking poor care of its animals, not taking care of the environment, and not being as considerate of working conditions for employees. When you look at it this way, Locavores don't look that crazy.

GREEN SINCE 1976

A History of the CENYC Greenmarkets

To the rest of the United States, New York City is known for its sprawling urban density and not its surrounding farmland. In 1976, CENYC founded the Greenmarket to preserve New York's rapidly more underappreciated agricultural industry by bringing its growers directly in contact with their consumers. Since then, they've brought numerous vendors into the city to sell fresh food, plants, and other products (such as wool).

The farmers' fees but also private donations mostly fund the non-profit organization. Even with the fees the farmers make way more money at retail than they did in the wholesale trade. One farmer said he received 90 percent of his income at the Greenmarket. Yuno's Farm has doubled their income by participating in the market. Which makes sense considering over 250,000 customers go to the markets during peak season as well as over 100 restaurants use the Greenmarkets for their ingredients each week.





The markets also participate in many community projects. Greenmarket donates about 500,000 pounds of unsold produce to City Harvest and other hunger relief organizations each year, not to mention 30,000 acres of New York land was put into farmland protection programs, thus making sure that the land 90 miles away from the city won't be developed.

Since the Greenmarket farmers come down from upstate New York and nearby states the consumer gets very fresh seasonal produce. Another reason the Greenmarket is so successful is that the customer gets a chance to meet the vendor and ask questions about where their produce comes from. The only downside is that certain produce doesn't grow in this area, such as tropical fruit and coffee.





SIMILAR MARKETS:

GRAND CENTRAL MARKET, NY
9TH STREET ITALIAN MARKET, PA
UNION SQUARE GREENMARKET, NY
UNION SQUARE GREENMARKET
VS. WHOLE FOODS

GRAND CENTRAL MARKET

Manhattan, New York

Located on the east side of Grand Central Terminal, in midtown New York, Grand Central Market is home to many retailers. Vendors sell almost anything from fish to vegetables, even spices and desserts. They also carry a wide variety of pre-made food for the 300,000 commuters that go through Grand Central each day. Unlike most outdoor markets, this indoor market doesn't consist of farmers; instead it's the middleman. Since the food doesn't come straight from the farmers there is produce that one couldn't get at a local market such as coffee or tropical fruit.

Why I chose this market for comparison is that like Union Square this market has many vendors that have their own identity. What is different is that Grand Central has an identity of its own which gives the market a consistent look, but at the same time the vendors still have signs and their own look. What Union Square can take away from Grand Central Market is their use of consistent branding while staying true to the individual vendors.

PREVIOUS PAGE: Spring has arrived at the Market, bringing pansies to flower boxes all over the city.

TOP RIGHT: Grand Central Market's eye popping signage outside.

BOTTOM RIGHT: The market is indoors and consists of a tree root chandelier and many gourmet vendors.





PHOTOGRAPHY: AMANDA KROTKI & JEFF DiNUNZIO

9TH STREET ITALIAN MARKET

Philadelphia, Pennsylvania

One of the oldest and largest open-air markets in the United States is located nearby on Ninth Street in South Philadelphia. Italian immigrants started the market in the late 1800's. Although originally and still mostly Italian, many other nationalities have started selling at the market, including Mexican and Vietnamese. Although it is still Philadelphia's outdoor supermarket it has also become a huge tourist attraction. It consists of gourmet storefronts as well as outdoor vendors with their tables and carts. Many of them line the street selling everything from vegetables, meats, etc.

Similar to the Greenmarket, the Italian Market is an outdoor market and one can get a variety of products. One of the main differences is that there are gourmet stores mixed in to the bunch. What Union Square can take away from the Italian Market is its use of advertising to make it a big tourist attraction while still staying true to its amazing history.

TOP RIGHT: Vintage signage for the 9th Street Italian Market in Philly.

BOTTOM RIGHT: View down the street of the outdoor market full of fresh produce.

UNION SQUARE GREENMARKET

Manhattan, New York

Greenmarket's oldest and largest flagship market, Union Square Greenmarket, opened in 1976 with only seven upstate New York farmers. Barry Benepe started the markets to give small upstate farms a chance to sell their produce at retail, giving the farmers a chance at a better price for their produce. The farmers could grow a variety of crops instead of just one for wholesale. The first farmer's market sold out the first day by noon. Then the markets started popping up everywhere.

The market is on the northwest side of the park hosting more than 140 producers each week. Producers bring with them a variety of products from vegetables to meat, dairy, wool, fish, honey, wine, bread, jam and flowers, just to name a few. The market also hosts a variety of book signings, fairs, and cooking demos throughout the season. Other great things this market has done is take a dangerous, crime ridden area in the 1970's and help make it the positive public space it is today as well as directly preserved 12,500 acres of regional farmland.

RIGHT: Views of all the ripe produce, as well as vendors and customers at the Greenmarket.





Union Square Greenmarket Vs. Whole Foods

*LEFT (Top to Bottom):
Greenmarket's new and
improved logotype..
A view of the South side
of Union Square Park.
A vendor's view of their
produce and customers.*

*RIGHT (Top to Bottom):
The logotype for Whole
Food's Market.
Whole Foods sign across
the street from the Union
Square Greenmarket.
View of produce stands
inside Whole Foods.*

Unlike many other markets, the Union Square Greenmarket is unique because right next door is a Whole Foods Market. Whole Foods is known for selling “the highest quality natural and organic products”. Just one of the many things it has in common with the Greenmarket. Both markets support local producers although the Greenmarket only uses local producers. At Whole Foods one can find a variety of produce, even produce that is out of season or not grown in New York or surrounding states.

According to interviews with buyers at Union Square Greenmarket there are two big reasons to shop at the market over Whole Foods. Some felt the benefit was the knowledge of where their food comes from and being able to talk to the farmer first hand about their methods. While others felt it was beneficial having them both close to each other. They could do most of their local shopping at Union Square and then hope over to Whole Foods for what the market doesn't sell, such as coffee and oranges.



A collage of various food items including mushrooms, quinoa, orange powder, and nuts. The background is a mix of textures and colors, with a central orange square containing text.

INTERVIEWS:

MICHAEL HURWITZ
HAWTHORNE VALLEY FARM
BLUE MOON FISH
CATO CORNER FARM
JENNY SMITH
EDWARD JOHNSON

MICHAEL HURWITZ

Director of the Greenmarket Program

How does a farmer or seller get their produce into the Greenmarket?

They would pay an annual fee depending on the size, location, and what day at the market.

Do some growers sell at multiple markets?

Yes, many vendors sell at multiple markets during the week; Wednesday they might be at Union Square, while Saturday they move their stand to Fort Greene in Brooklyn.

Rules, regulations, requirements to selling at a New York Greenmarket?

Farmers can only sell what they produce or grow themselves. As well as the farms are within a 250 mile radius from the markets.

How do you currently advertise for the Union Square Greenmarket?

We have a section on our website dedicated to the market and the various events and farmers.



PHOTO: RYAN THATCHER

PREVIOUS PAGE: During the Holiday Market, spices line the tables of many sellers, ready to be made in so the perfect gift for that special someone.

Many sellers travel a median distance of 90 miles between their farm and NYC, making your gift local and unique.



HAWTHORNE VALLEY FARM

Biodynamic Farm & Fresh Food Provider
Columbia Co., NY

What do you sell?

Certified organic and biodynamic produce, meat, dairy, baked goods, and lacto-fermented vegetables from Columbia County, New York.

How far do you travel to the market?

About 120 miles.

Why sell at the Greenmarket?

We have been selling at the Greenmarket since 1980, we enjoy giving people access to biodynamic food, as well as having access to some of the best customers that we can imagine.

Would you find it helpful if you individual market was branded as it's own?

It could be interesting, but i don't know how it would effect us as long as we get to keep our own signage.



PHOTOS: (TOP TO BOTTOM) HAWTHORNE VALLEY FARM, DAVE COOK & ANTONIO VALLADARES

BLUE MOON FISH

Fresh Fish Off the Coast of Long Island
Suffolk Co., NY

What do you sell?

Wild, seasonal fish and shellfish, including flounder, tuna, swordfish, mackerel, bluefish, striped bass, monkfish, squid, lobsters, clams and mussels, Suffolk County, New York.

How far do you travel to the market?

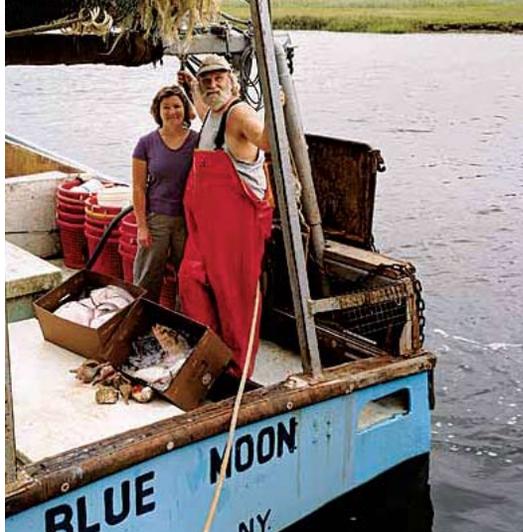
About 85 miles.

Why sell at the Greenmarket?

We have been selling at Greenmarkets since 1988 and in 1996 we started at the Union Square Greenmarket. I did so well selling my fish at the market that I was able to stop wholesaling my fish to the Fulton Fish Market. We are happy to bring in the freshest fish we can, and offer it at a price that is reasonable.

Would you find it helpful if the Union Square Greenmarket was branded as it's own?

I think it might bring new business to the square, we already have a lot of regulars.



PHOTOS: (TOP TO BOTTOM) KATHERINE WOLKOFF, BLUE MOON FISH



CATO CORNER FARM

Fresh Handmade Dutch Cheese
New London Co., CT

What do you sell?

Aged, raw milk cows cheeses in New London County, Connecticut.

How far do you travel to the market?

About 135 miles.

Why sell at the Greenmarket?

It's really satisfying to go to the market and get instant feedback from your customers on something you made yourself by hand.

Would you find it helpful if you individual market was branded as it's own?

I think it would help integrate us into the community better seeing as we are from Connecticut. As well as help our customers feel they are are a part of the whole.



PHOTOS: (TOP TO BOTTOM) HAWTHORNE VALLEY FARM, DAVE COOK & ANTONIO VALLADARES

JENNY SMITH

Locavore & Union Square Frequenter
Midtown, Manhattan

How often do you go and how far do you travel to the market?

I go fairly often because I live so close to the market. The food is so fresh and at it's peak that it needs to be eaten soon. So I'm here almost every other day.

Do you have a favorite vendor? If so, which one?

I really enjoy Blue Moon Fish being from the East Coast I grew up on fish and it's just so nice to know where it comes from and that it's of a high quality.

Which do you prefer: Whole Foods or Union Square Greenmarket? Why?

I prefer to get as much as I can from the Union Square Greenmarket, but for staples like flour I like to go to Whole Foods since I know their food is mostly organic and of a high quality.

Would you find it helpful if you individual market was branded as it's own?

I think it would bring more sense of community as well and make it easier to find information on the market as long as it keeps its market feel.





EDWARD JOHNSON

**Green Aficionado & Union Square Novice
Sunnyside, Queens**

How often do you go and how far do you travel to the market?

I take the 7 to the W it takes me about 35 minutes. I don't come too often because here in Sunnyside we have a market on Saturdays, although it doesn't open till June. So I tend to go for a special treat to Union Square the rest of the year.

Do you have a favorite vendor? If so, which one?

I really like Cato Corner Farm. They make great cheese, and it's a family business.

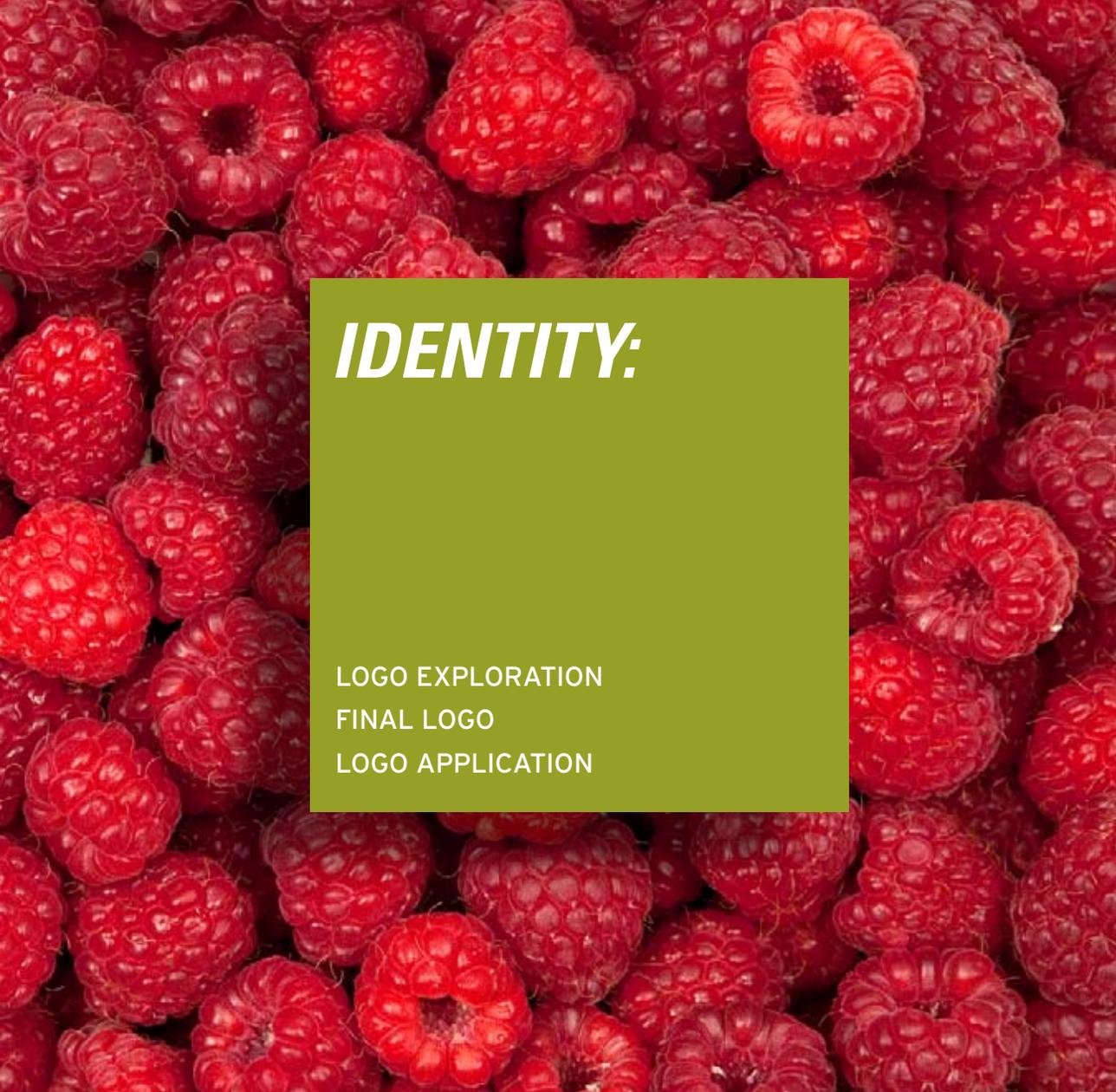
Which do you prefer: Whole Foods or Union Square Greenmarket? Why?

Union Square Greenmarket because that's what I come here for, I can get the rest of my groceries back in Queens.

Would you find it helpful if you individual market was branded as it's own?

I don't really think it's necessary since the market has a name for itself already.





IDENTITY:

LOGO EXPLORATION

FINAL LOGO

LOGO APPLICATION

Union Square Greenmarket.

UNION SQUARE GREEN MARKET

UNION SQUARE GREEN MARKET

UNION SQUARE GREEN MARKET

US GM US GM US GM

UNION SQUARE GREEN MARKET NEW YORK CITY

UNION SQUARE GREEN MARKET

green - fresh growth natural sustainable

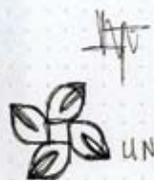
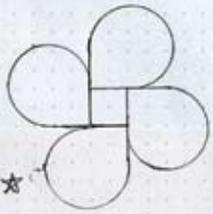
Union Square UNION SQUARE UNION SQUARE



UNION SQUARE

UNION SQUARE GREEN MARKET

UNION SQUARE GREEN MARKET



Union Square Green Market Continued ...



UNION SQUARE greenmarket



Green Markets



UNION SQUARE greenmarket



UNION SQUARE greenmarket



UNION SQUARE greenmarket

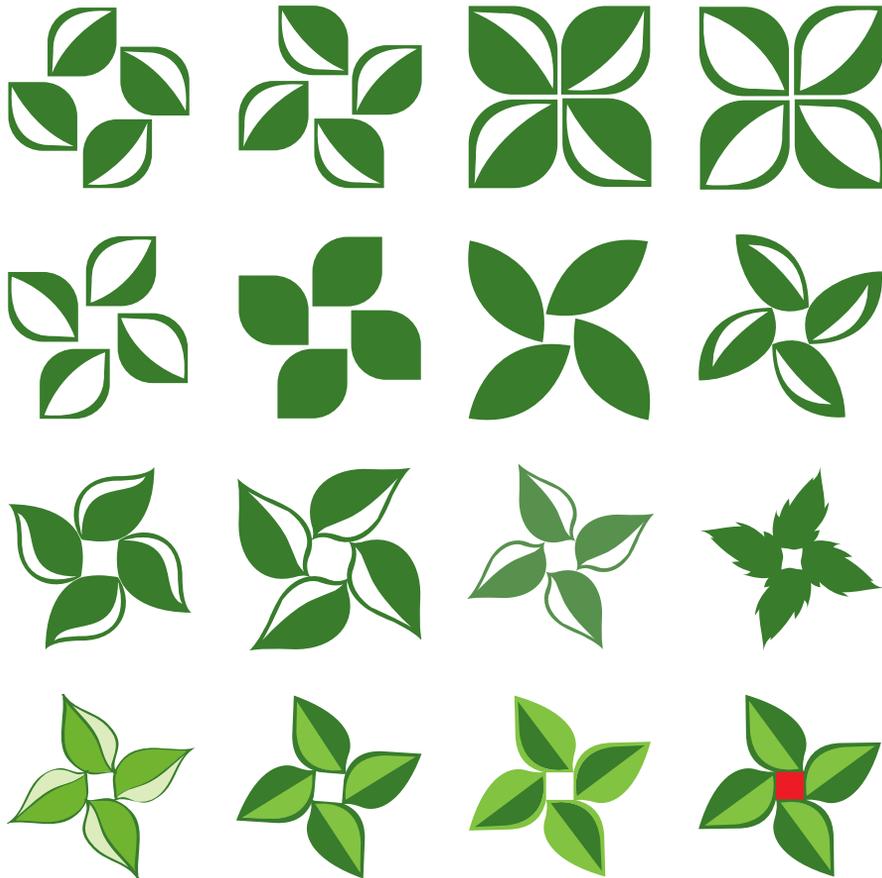
Client: Union Square Greenmarket

Goal: To create an identity that embodies the Union Square Greenmarket while keeping real to the market feel.

PREVIOUS PAGE: Millions of vegetables and 98 vendors to choose from.

Talk about choices.

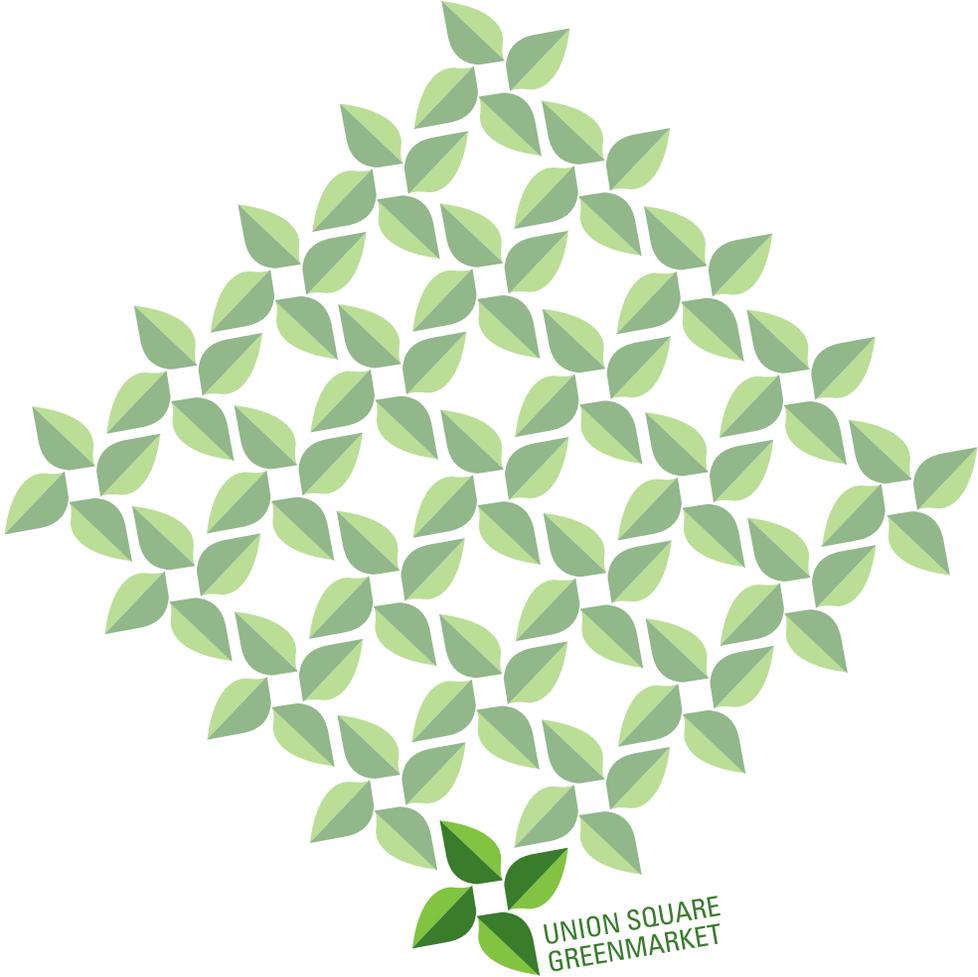
There are 50 markets in the five boroughs.













Left: A variety of green foliage creates a beautiful bouquet for the summer.

There are 98 vegetable, small fruit, and orchard growers throughout the NYC greenmarkets.

CONCLUSION:

After all the research, I still feel that if Union Square Greenmarket had a logo of their own, that it would help get the ball rolling on uniting them with the community around them. It stood out to me even more than before about how important a community is to the Greenmarket. Without the customers there is no one for the farmers to sell to and without the farmers there are no customers. I feel that my logo and its application on products, seasonal newsletters, and event posters (to name a few) will help keep everyone on the same page as well as educate the community on what the Greenmarket has to offer.



Left: Who ever knew there could be so many different colors and shapes of tomatoes.

There are 98 vegetable, small fruit, and orchard growers throughout the NYC greenmarkets.

SOURCES:

1. <http://www.cenyc.org/unionsquaregreenmarket>
2. <http://www.wholefoods.com>
3. <http://www.nycgovparks.com>
4. Fishmen, Steve. "Manhattan Gets Fresh." NYMag. 7 April 2003. Web. 20 Apr. 2010..
5. Raisfeld, Robin. "The Greenmarket Effect." NYMag. 24 July 2006. Web. 20 Apr. 2010..



Left: Ripe homegrown plums in a variety of sizes and colors.

There are 98 vegetable, small fruit, and orchard growers throughout the NYC greenmarkets.

THANKS:

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