The Meat You Haven't Met, Pt. 5

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BEEFVILLE, USA
TRANSPARENCY

“IT’S THE FAIR KIND OF DINING YOU’VE BEEN A
A

ICY TOUR

FROM TO TABLE

G EXPERIENCE

ASKING FOR.”
The Beefville, U.S.A. experience takes you through all the phases of beef production from farm to fork through the hybridization of production and consumption stages at unique sites across the country. You want answers about the beef you’re eating? We’re happy to give them to you. For all you skeptics out there - prepare to be proven wrong.

Pack your bags for an unforgettable experience replete with lots of cows and delicious meat. Gorgeous panoramas, clean and comfortable accommodations, thrilling activities, and meals your mouth should already be itching to devour await you. We only provide the best for our customers because we care about satisfying you and most importantly your appetites.

Beefville, U.S.A. 
transparency tour

MAP
3 TOUR SITES
The three tour stops for the most exclusive package option are selected based on the existence of strong consumption programs. At each stop, the geographically and culturally marginal production activities and spaces are inserted into the urban or suburban contexts to bridge the production-consumption gap. Each program pairs a production and consumption sector that would aim to assert a farm-to-table mentality that supports a localized food system with greater transparency. While the desired outcome is forcing consumers to confront the realities of industrial beef in order to challenge the current magnitude of the conventional food system, it also begins to understand the intractability of the situation.

The three tour stops are:

- **A**: Austin, TX - home to the original Whole Foods Market and now one of the brand’s largest store locations. Whole Foods claims the title of “America’s Healthiest Grocery Store”, specializing in USDA-certified organic and all natural foods.
- **B**: Des Plaines, IL - home to one of America’s finest steakhouses. Peter Luger Steakhouse is nationally acclaimed and has been New York’s top rated steakhouse for 28 years in a row.
- **C**: Des Plaines, IL - home to the first franchise McDonald’s Restaurant established in 1955. McDonald’s is the world’s leading global food service retailer with over 35,000 restaurants worldwide and instantly recognizable golden arches.

The LEGEND includes symbols for tour route, production route, and cattle densities.
COW-CALF OPERATION & STEAK-HOUSE
dinner auction

A dinner auction

BE OUR GUEST
while waiting in the lobby make friends with your dinner before you shamelessly devour it in all its deliciousness.

SIGN ME UP!
Find your way with impressive signage because the restaurant is underground with cattle-grazing overhead.

CLAIM YOUR STEAK
there’s no menu here. you have to win your dinner by bidding with everyone else at the table to get the freshest, most savory meat cuts.

CLAIM YOUR CATTLE
as you eat a real time live cattle auction takes place so you can get in on the action and maybe make some gains.

WHERE’S THE WAITER?
with kitchens adjacent to the dining arena and mechanisms to serve food up through the table, there’s just no need for waiters.

COWPIE SKYLIGHTS
as cattle graze overhead you may look up and encounter a not so pleasant surprise...

bid for your steak

the BEEF magazine
pasture expressway

THE REAL EXPRESSWAY
the experience is situated below an actual active expressway with cars and trucks elevated above the artificial pastures

CRACKS IN THE SOIL
an underground tunnel traverses the pasture with schism moments opening up to the ground above

GIDDY UP!
warning, there are lots of cowboys roaming the urban ranch to keep it in order and to serve you too

THE BEEF magazine 55

BARNYARD
sneak a peek into the barns that shelter the cattle from above in the gondolas or while walking by on the street

VANTAGE POINT
take a ride in the air below the expressway in a gondola and stop at the lookout point to see the landscape close-up with binoculars

cattle grazing from above & below
FEEDLOT & FAST-FOOD
the fast-food joint

UNEXPECTED DINNER GUEST

The booth dining option allows you to eat as much fast-food as you want - buffet style from a central trough - in a communal setting where everyone is invited to the table.

FEEDLOT WHERE?

Attempts are made to shield direct views of the feedlot cattle pens, but there are some semi-transparent surfaces so you can still see them.

COWHIDE

Furniture is made of cow print from actual cowhides recycled from packing plants.

BANG, BANG, CHEW, CHEW

A hinged metal surface between eater and cow prompts curiosity from the clamor and hitting of the foot on the foot rest to find the source.

ORDER UP!

No need for the conventional ordering counter when the food can come right to you on conveyors.

IN AND OUT

The individual dining option at the counter is privatized so no one has to know how much you’re really eating.

never eat alone
B the waste corridor

PIPES
journey along the waste pipes and find out where all of the waste ends up

DON'T BURST MY BUBBLE
the true adventurer can make his/her way across the lagoon via inflatable bubble

SUBMERGED BRIDGE
almost literally walk through the slurry, but no worries of coming in contact with it unless of course there's overflow

INSTABILITY
maintain your balance while walking through a corridor of floating stepping stones that shift, dip, and slide above the lagoon's surface

SCENIC VIEWS
full on views are obstructed while in the pristine corridor, but narrow gaps between wooden members enable you to get a glimpse

watch your step
GROCERY STORE & PACKING PLANT
SHELF PORTALS
Gaps in the stacked shelves provide points to pop your head in and get a first-hand look at different processes of cattle slaughter.

the cattle chute
the carcass flip
the stun gun
the door of no return
beef produced as you shop is the freshest

PROCESS THE PROCESSING
what really goes into portioning and packaging the beef products we deem to be so convenient?

THE FREEZER
you may need a jacket in this temperature-controlled room where you can pick up your beef as it zooms by on a conveyor belt

INSPECT MEAT
only the safest and top-quality meat makes its way through these doors

RED CARPET
a wider aisle with gaudy blood-red carpet accommodates two shopping lanes and shoppers are prompted to look up at what’s hanging there

SINGLE FILE AISLE
only one shopping cart fits and there’s no way to turn around so you have to make quick decisions to keep pace with other shoppers

THE BEEF magazine
Don’t have the time or means to experience the entire Beefville journey? Not to worry! Although you can’t have access to the inside of the restaurant, you can still enjoy Beefville beef products. The fast-food joint is a drive-thru window to the restaurant. There are no tours or any guided trips; however, you can still experience the flavors and the ambiance of Beefville. The drive-thru is open to anyone who wants to try their favorite Beefville beef products. So, if you’re in Des Plaines, Illinois, and craving some delicious beef, head over to McDonald’s Museum. It’s the perfect place to satisfy your cravings!
SITE MAP
scale: 1” = 128’

LEGEND

ACCESS ROUTES
Daily Operations
Tour and Drive-Thru

MCDONALD’S
Trees
Pasture & Farmland
Water/Waste Sink

Old McDonald’s Farm
SOUTH RIVER ROAD
DES PLAINES

Daily Operations
Tour and Drive-Thru

Trees
Pasture & Farmland
Water/Waste Sink
TOUR STOP #2

FAST FOOD AND FEEDLOT

TRANSPARENCY TOUR AGENDA

1. DROP OFF/ENTRY
   - Unload and Unwind
     After the long bus ride, take a moment to stretch your limbs, breathe in some fresh air, and mix and mingle with the other tour guests in our cozy, sunken lobby space decked out with mid-century modern flare.

2. ADMISSION SEQUENCE
   - Say Cheese[burger]!
     Start the tour with a smile on your face and strike a pose for the photographer in front of one of our bucolic backdrops. Photos will be available for purchase online.

3. THE SQUEEZE
   - Side-by-Side
     Make your way through the gate and up the stairs to the second level. Things are looking up!

4. SILO STAIRS
   - Silence of the Cows
     It’s critical to keep our cows calm. This not only keeps operations running smoothly, but also keeps our cattle healthy and happy.

5. SAFETY SUITS
   - Grain-fed diets have lots of benefits, so there is no need to entirely phase them out for grass-fed beef. See the inner workings of the site’s silo where corn is stored and then becomes the main feed ingredient.

6. TRAM PLATFORMS
   - You didn’t think we were going to make you walk all the way out to the waste lagoon did you? Take the speedy tram rail line instead.

7. WASTE CORRIDOR
   - Slurry Tectonics
     Walk above the waste lagoon slurry on floating platforms that slide a little.

8. SAFETY SUIT DISPOSAL
   - Back at the starting platform, carefully remove your hazmat suit and place it on a conveyor for proper disposal.

9. GOING UP
   - The elevator takes you several stories up to the next stage of the tour. This elevator only goes up.

10. VIEWING DECK
    - Compared to the surroundings, the top of our iconic silo is really tall. It becomes the perfect venue for taking in the landscape and wonderful panoramas.

11. GOING DOWN
    - Take the down elevator to the next point of interest.

12. MODEL FEEDLOT
    - Happy Cows. Happy Meat. We are always testing new conditions for our cattle to improve confinement issues and allow the animals more room to roam as they would in pasture.

13. THE FREEZE
    - Peak Freshness. 100% ground beef hamburger patties are frozen when fresh to ensure you consume the best quality meat in terms of taste and nutrition.

14. BURGER BASICS
    - Learn how the components of your burger - the bun, meat, cheese, lettuce, and tomato - come together to make the perfect meal.

15. ORDER SCREEN
    - Would you like fries with that? Nearing the end of the tour is the best part: getting to eat. However, here we don’t have your typical order menu and options. Instead we use a futuristic touch screen to communicate your order to the kitchen staff so they can serve it up hot and fresh.

16. THE TROUGH
    - Shortly after ordering and making your way downstairs to the dining space, watch your meal emerge from the conveyor in the wall and fall into the trough for you to pick up and enjoy.
You may not know it, but it takes a lot of work and management to make your experience amazing. In addition to the tour, there are daily operations occurring behind the scenes which means you’ll never have to worry about where your next beef product is coming from. We work hard so you can have the privilege of eating beef morning, noon, and night.

**BOOTH DINING**
Communal Dining. Your first dining option is to eat with others in a booth, where you can talk about the great day you’ve been having on the tour.

**COUNTER DINING**
Individual Dining. Not everyone likes to sit at a crowded table. If it’s more your style, claim a seat at the counter and savour your meal in solitude (relatively speaking).

**BUS PICK-UP**
Meet Don Gorske
Don’t miss the opportunity to meet American world record holder and “Big Mac Enthusiast” Don Gorske. He has eaten over 26,000 Big Macs in his lifetime and never once has he been obese.

Reflect
In the waiting area take a moment to reflect on your experience and dream about the next time you get to experience quick, cheap, convenient, tasty fast food. Your dreams just may come true, especially with so many burger joints to come by.

**RESTROOMS**

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**KEY:**

- 1. Unloading Cattle
- 2. Cattle Chute
- 3. Cattle Squeeze
- 5. Circulation
- 6. Feed Mixing
- 7. Grain Silo
- 8. Feedlot Pens
- 9. Warehouse
- 10. Meat Freezer Room
- 11. Kitchen
- 12. Drive-Thru Window
- 13. Restrooms
- 14. Parking

**DAILY OPERATIONS**

**next stop:**

Austin, Texas
Beefville, all things beef.
Beefville, all things beef.

Reflective surface above reflective wall surface.

Plan middle level scale: 1/16" = 1'
UPPER LEVEL

PLAN

scale 1/16" = 1'

Beefville, all things beef.
SECTION

scale 1/8" = 1'

the BEEF magazine