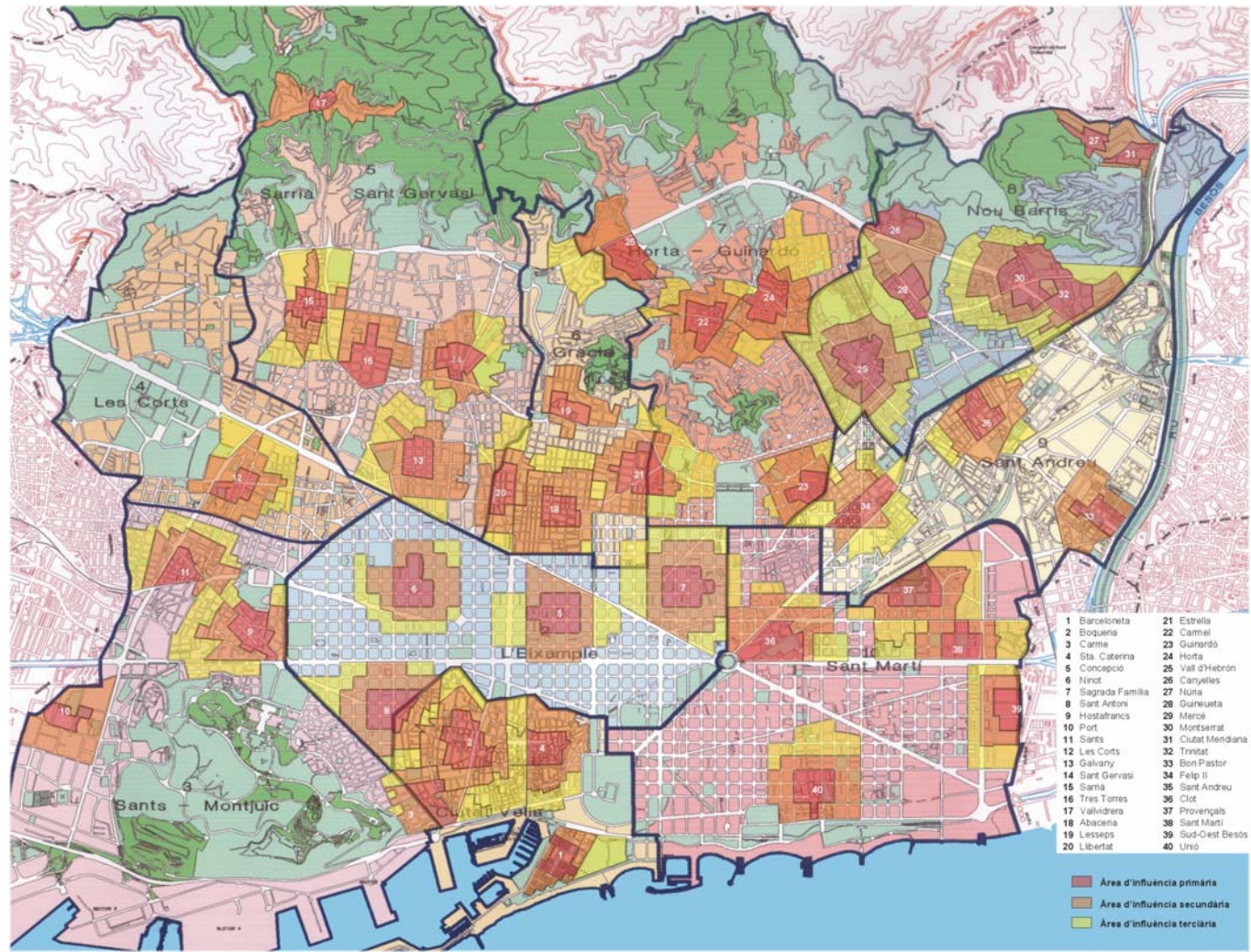


Mercats de Barcelona History and Future of our City



The Markets of Barcelona



Barcelona Market Facts

- Public network of 46 markets. City Hall owned and managed
- 40 Food markets and 6 non-food
- 206.769 Square metres of built surface. 109.324 Square metres of commercial surface
- 3.605 Commercial stalls, 5.000 workers
- 50.000.000 Visitors (Food markets. *Forecast 2007*)
- 505.000.000 € Turnover (Food markets. *Forecast 2007*)
- 19 markets have already been renovated
- 3 markets now under renovation
- 9 markets to be renovated

IMMB

- Created in 1991
- IMMB is commercial in character and services, constituted by the City Council of Barcelona for the direct management of the municipal markets
- Its Board of Directors is made up of representatives of the stallholders, consumer's NGO's, the political parties, and the municipal government of the city
- The City Council of Barcelona acts in the approval of ordinances, appointments of posts, creation or closure of markets, and approval of major works

IMMB Mission & Vision

- To renovate and modernize the network of markets, and adapt to the modern needs of consumers and retailers
- To contribute to the health and quality of life of the citizens of Barcelona through the efficiency of public markets



History

- Roman period: Romans established Barcelona as a colony dedicated to producing oil and wheat
- The first written documents about the Barcelona markets date back to the end of the 10th century
- The first market was organized outside the ramparts, which is presently in the square la Plaça de l'Àngel
- Barcelona city council had competences on “streets” spread through out Catalonia, to assure wheat arrival to the city. Over the years these competences and activities naturally evolved into their own physical spaces in the form of municipal markets



Ildefons Cerdà

- He imagined an equitable city and planned a network of Markets
- His 1956 work “Monograph on the Working Class of Barcelona” became the first ever attempt to study the living landscape of the city known today as “urbanization,” a term that Cerdà coined himself
- He planned 3 central markets for Barcelona: Sant Antoni, La Boqueria, and Santa Caterina

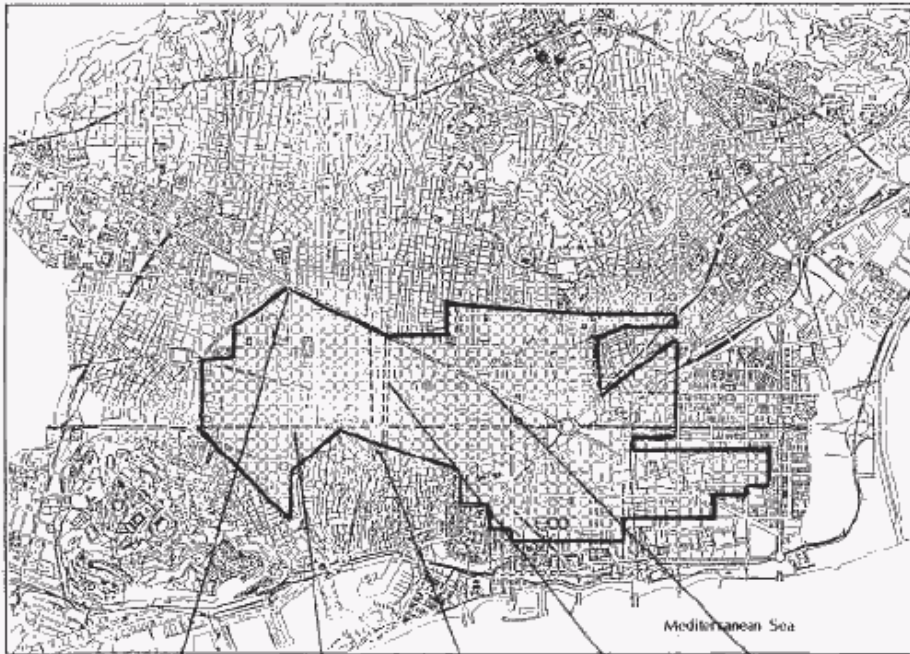
Ildefons Cerdà's 1859 plan



Expansion

- The Cerdà Plan

The Eixample



Placa Francesc Macià

Gran Via

Placa Catalunya

Passeig de Gràcia

Diagonal





Mayor Francesc Rius i Taulet

- He created the concept of modern markets and developed the network
- He reinterpreted the ideas of Cerdà and promoted the expansion of new Barcelona markets organized by neighborhoods
- The first covered market was Santa Caterina whose works began in 1844



Modernism

- The term “modernism” was first used in 1881
- El Born was the first market in Barcelona which was conceived under a modernistic vision
- Elements of metal and glass are prominent in the Market built on the medieval square that shares it’s name

Beginning of 20th Century

- Sarrià (1911), Sants and La Boqueria (1913), Sant Andreu (1923) and Galvany (1927) markets were built in similar *modernistic* processes



1940's to 1970's

- During the 40's and 50's, new markets were built on the sites where there were traditional markets: at the Sagrada Familia, in Horta and in Guinardó
- During the 60's and 70's 18 new markets were built, located in the new districts, on the outskirts of the city





90's

- During the 90's, in cooperation with the olympic games, the city boosted modernization and reform policy to adapt the markets to future challenges
- Since 1992, 19 markets have been renovated



NOW

- Currently IMMB is in the process of renovating the city markets, bringing them up to date with relevant technology and infrastructures, as well as cooperating with EMPORION.

Renovations: 2008-2011

Mercat de Sant Antoni



- The modern market will incorporate the original historical artistic elements in the renovation
- The 4 quarters currently being used for loading will be opened up for use as public space
- Huge underground parking complex
- Integration of fresh food and clothing flea market

Mercat del Ninot



- WIFI
- Home Delivery
- Public Parking
- Underground loading mall
- The remodeling will include the creation of a large public space



Mercat de Sants



- WIFI
- Home Delivery
- Public Parking
- Underground loading mall
- The remodeling will include the creation of a large public space

Mercat de la Llibertat



- WIFI
- Home Delivery
- Public Parking
- Underground loading mall
- The remodeling will include the creation of a large public space



Mercat del Guinardó



- The renovations will make Mercat del Guinardó part of a complex of public buildings including a primary health center, school, and library
- WIFI
- Home Delivery
- Public Parking
- Underground loading mall

Mercat Vall d'Hebron & Mercat Bon Pastor



Both Markets will be
rennovated before 2012

Mercat del Fort Pienc



- Located in the frame of a complex comprising a library, kindergarten, and elder care facility
- Fully equipped super market inside
- Futuristic design



Mercat de Pobleuou



- Contains a fully equipped super market on the top floor
- First to organize shops in modern arrangement
- Liberal use of stainless steel and glass in shop design

Mercat de Santa Caterina



Mercats de Barcelona



- Internationally acclaimed facility, National Award of Generalitat de Catalunya 2001 Spanish Ceramic Awards ASCER 2005 – Architectural Prize
- Masterpiece of architects Enric Miralles and Benedetta Tagliabue
- First market to organize in a framework that incorporates the whole neighborhood
- Underground parking and loading area
- Archeological museum inside where customers can see the remains of the church that the market was built upon
- World renowned restaurant



Mercat de la Barceloneta



- Site of Michelin star Restaurant Lluçanès
- Awarded for innovative architecture
- Underground loading mall, parking, and home delivery service
- Solar panels provide energy to fuel market

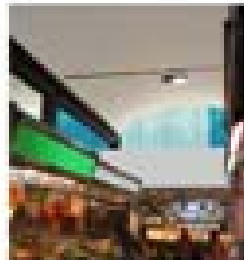
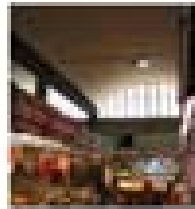


Mercat de Sarrià



- Free parking for customers
- Restoration of historical and artistic elements, glass and stainless steel
- Innovative commercial mix
- Shops offer free samples of products

Mercat de Les Corts



- Incorporates new environmentally friendly waste management system into renovation plan
- Contains a restaurant and cafe



Mercat de La Concepció



- Free parking lot for customers
- Bank Service
- Delivery Service



Comercial Promotion



- IMMB is aware of the needs of the community and devotes money and energy into ad campaigns to increase clients and sales



Els mercats es mouen Véns?; The markets are moving, You coming?

- This massive ad campaign aims to attract new customers to the markets, secure current customers, and increase sales



Apropa't al teu Mercat



- “Come to your markets”
- Designed to create better communication between the market and the customer
- Tailor made for every market
- Campaign designed around prices



Home Delivery



- 16 of the municipal markets of Barcelona, have home delivery service
- Many of the services are provided by companies that employ those with special needs

Customer Cards



- The customer card allows customers to accumulate interchangeable points of purchase for discounts, promotions and special draws



Social Responsibility

- The social responsibility of the Institute leads it to carrying out various social campaigns, which vary from initiatives of solidarity and integration to the promotion of health or education for school children



Menjo sa perquè menjo de mercat



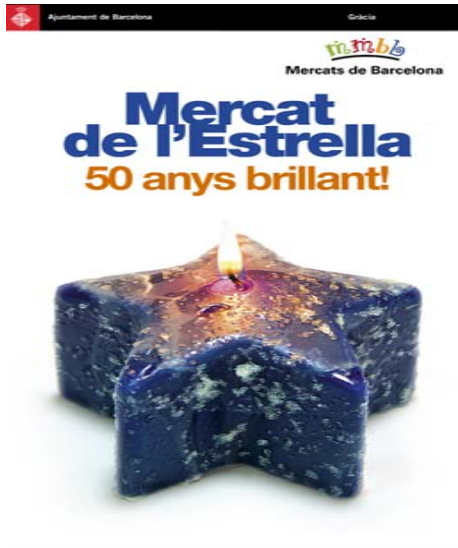
- “I eat healthy because I eat from the market”
- Aimed towards high school students to teach them how to eat healthy with foods from the markets
- The program wants to foster a diet rich in nutrients despite a current trend towards fast and pre-packaged foods

Health, Cap al mercat a fer salut



- Aims at promoting the health among the customers of the market through the consumption of the seasonal, fresh products
- Organized between markets and health care providers
- Doctors send info to nutritionists that give work shops in the markets based on individualistic health needs and concerns

Market Anniversaries



- 50 year anniversary of Mercat de l'Estrella
- 125 year anniversary of Mercat de Sant Antoni
- 120 year anniversary of La Concepció
- 80 year anniversary of the transfer of the Mercat Fira Bellcaire to its current location in la Plaça de les Glòries



"Restaurant de Mercat"



- This seal of recognition is reserved for restaurants of exceptional quality who prepare their dishes with products bought from the municipal markets
- The certification must be renewed every year
- Launched in March 2007
- 39 restaurants are recognized

Cooperation with NGO's



- *Bossa solidària
- *DJ's contra la fam
- IMMB provides space and support for both of these events designed to help in the eradication of hunger and poverty



European Week Against Cancer



- During the European week against cancer, IMMB collaborates with groups such as Catalan Federation of Entities Against the Cancer FECEC and AFANOC, Association of Children with Cancer to raise awareness and funds to support this important issue

Celebrations and Traditions

- The Institute supports the markets inclusion of popular festivities and traditions. As well as backing the conservation of traditions of Catalunya (Christmas, Carnival, etc.), the aim is to show the markets commitment to the social fabrics of the neighborhoods



EMPORION; A European Association of Markets

- EMPORION is an association created by the most significant markets of six European cities: La Boqueria of Barcelona, Porta Plazzo of Turin, Központi Vásárcsarnok, of Budapest, Borough Market of London, the Markets of Lyon, and most recently, Mercado da Ribeira of Lisbon



EMPORION



- The alliance is intended to strengthen the Markets power as a whole and influence the European Union to recognize the markets importance in the social fabric of the cities
- They are committed to defending the traditional, high quality food system that is still alive and well in their markets, and supporting this philosophy throughout Europe

- Mercado da Ribeira,
Lisbon



- Lyon Market, Rhône



- Központi Vásárcsarnok,
Budapest



- Porta Plazzo, Torino



- Borough Market, London



WUWM

- The World Union of Wholesale Markets (WUWM) is a non-profit association that aims to promote the international exchange of information on wholesale and retail markets, with a view to improving their construction, organisation and management.
- The Markets of Barcelona became members of WUWM in 2008

WUWM

World Union of Wholesale Markets

Promoting wholesale and retail markets world-wide