New life to markets

Public space, community services and circular economy

Publication curated by Daniela Patti, Levente Polyak, Manuel Torresan



“New life to markets” is a project and publication that elaborates strategies to revitalise declining marketplaces in Rome. Marketplaces have traditionally constituted some of the most important public spaces, attracting people from all ways of lives and all financial capabilities. In the past decades, however, they gradually lost their role: while urban and metropolitan agriculture are flourishing, and an increasing number of enterprises work on short chain food distribution, many markets in European cities are abandoned or underused. The project explores the possibilities to renew markets as public spaces, by connecting them to new agriculture initiatives, by inviting various actors to play a role in their renewal, and by creating viable economic models for their maintenance and vitality, by including new social and cultural functions.

Here the publication can be freely downloaded:
https://cooperativecity.org/product/il-rilancio-dei-mercati-spazio-pubblico-servizi-comunitari-ed-economia-circolare/

The publication is in Italian

Situation in Rome markets



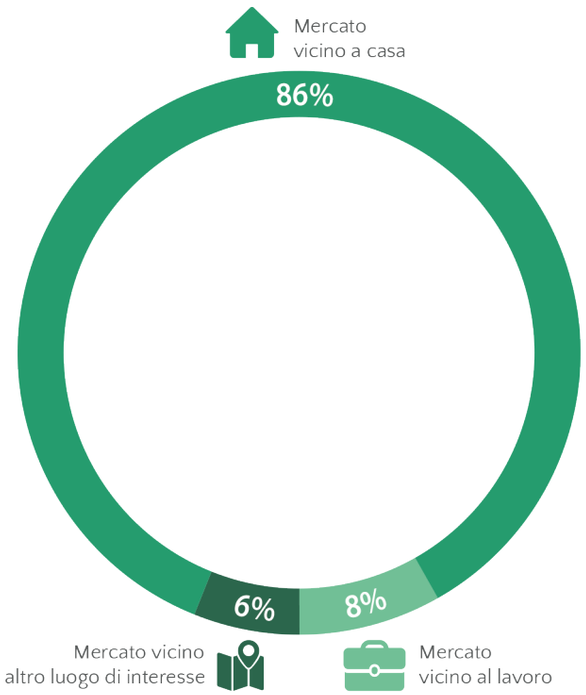


45% of the
territory of Rome
is agricultural
land

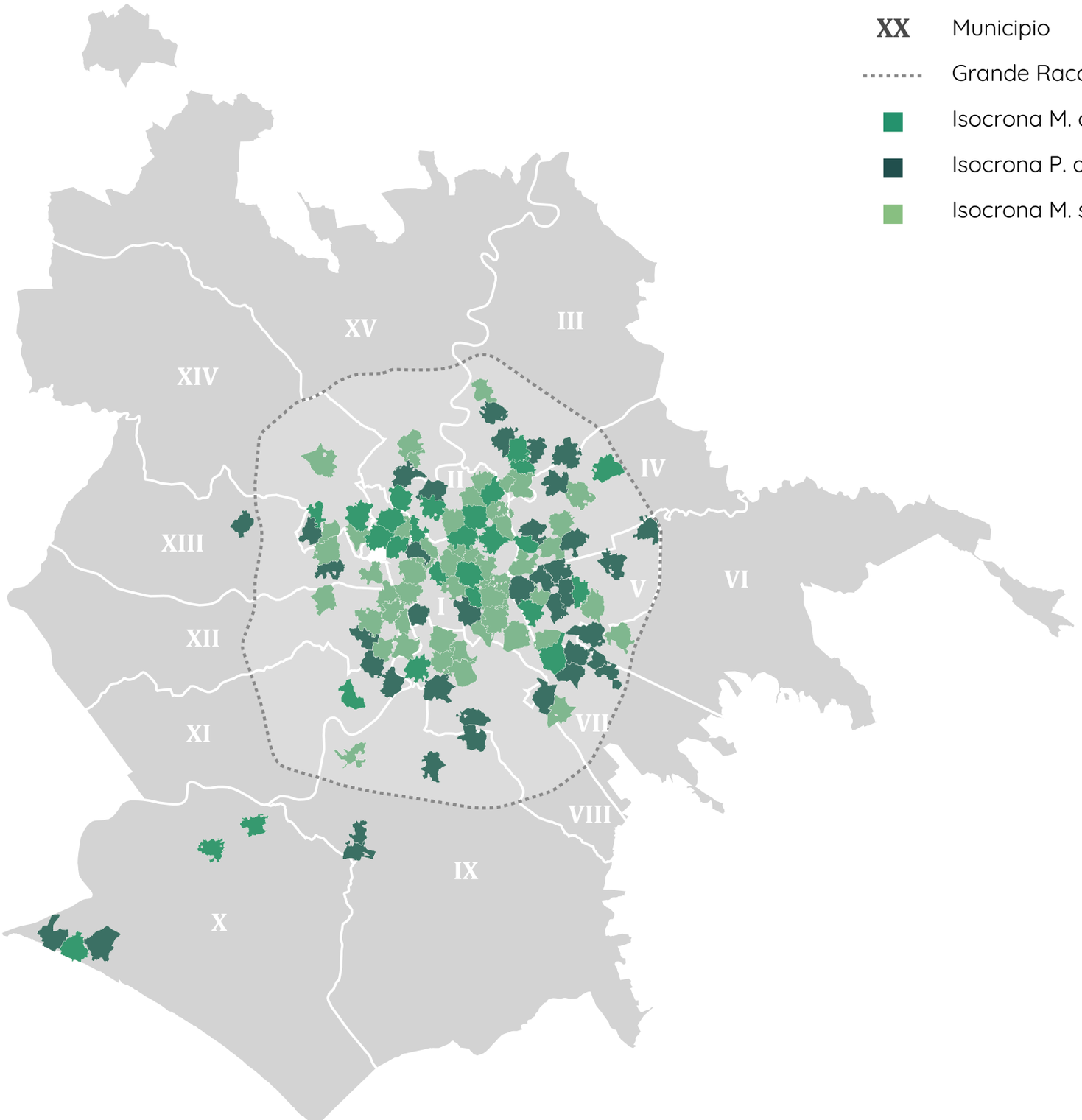



TERRE PUBBLICHE ai
NUOVI AGRICOLTORI

Distribution of markets in Rome



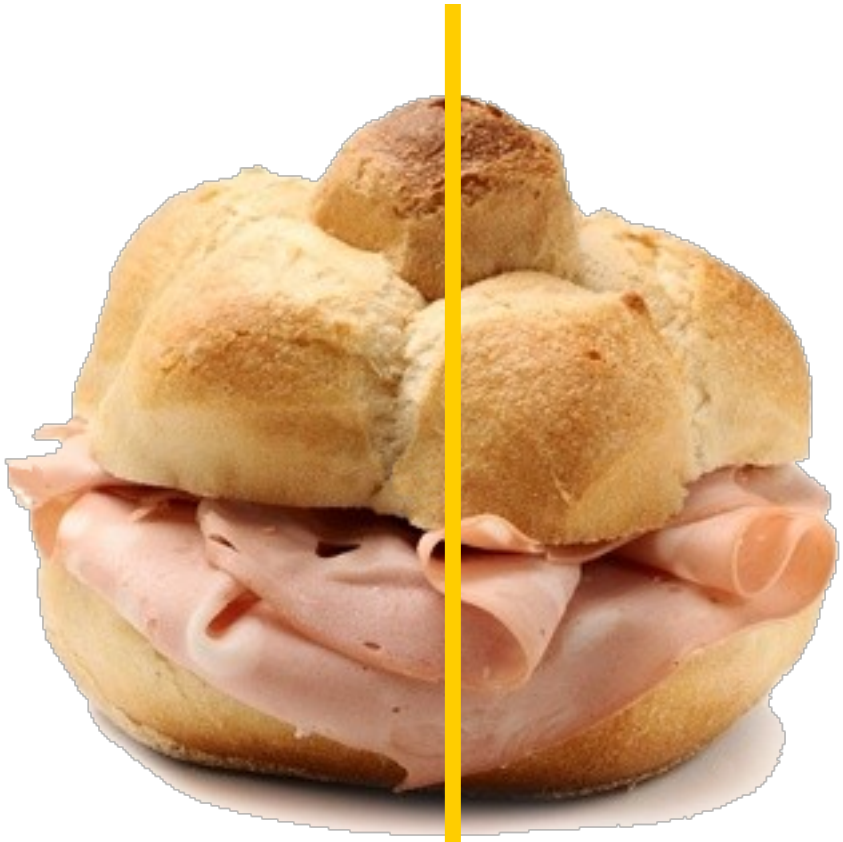






One roman out of two has a market at less than 10 mins on foot

Food gentrification?



Panino con mortadella
2,50€

Rosetta gourmet
5,00€

Participative workshops in the Rome markets







Suggestions

1 Public property and collective management



Commercianti
Gestione ordinaria
Supporto e organizzazione eventi
Apertura tutto il giorno

Cittadini
Monitoraggio dei mercati
Supporto e organizzazione eventi
Identificazione servizi

Amministrazione
Proprietà dei mercati
Regolazione dei bandi per banchi
Gestione di servizi pubblici
Erogazione di finanziamenti per manutenzione

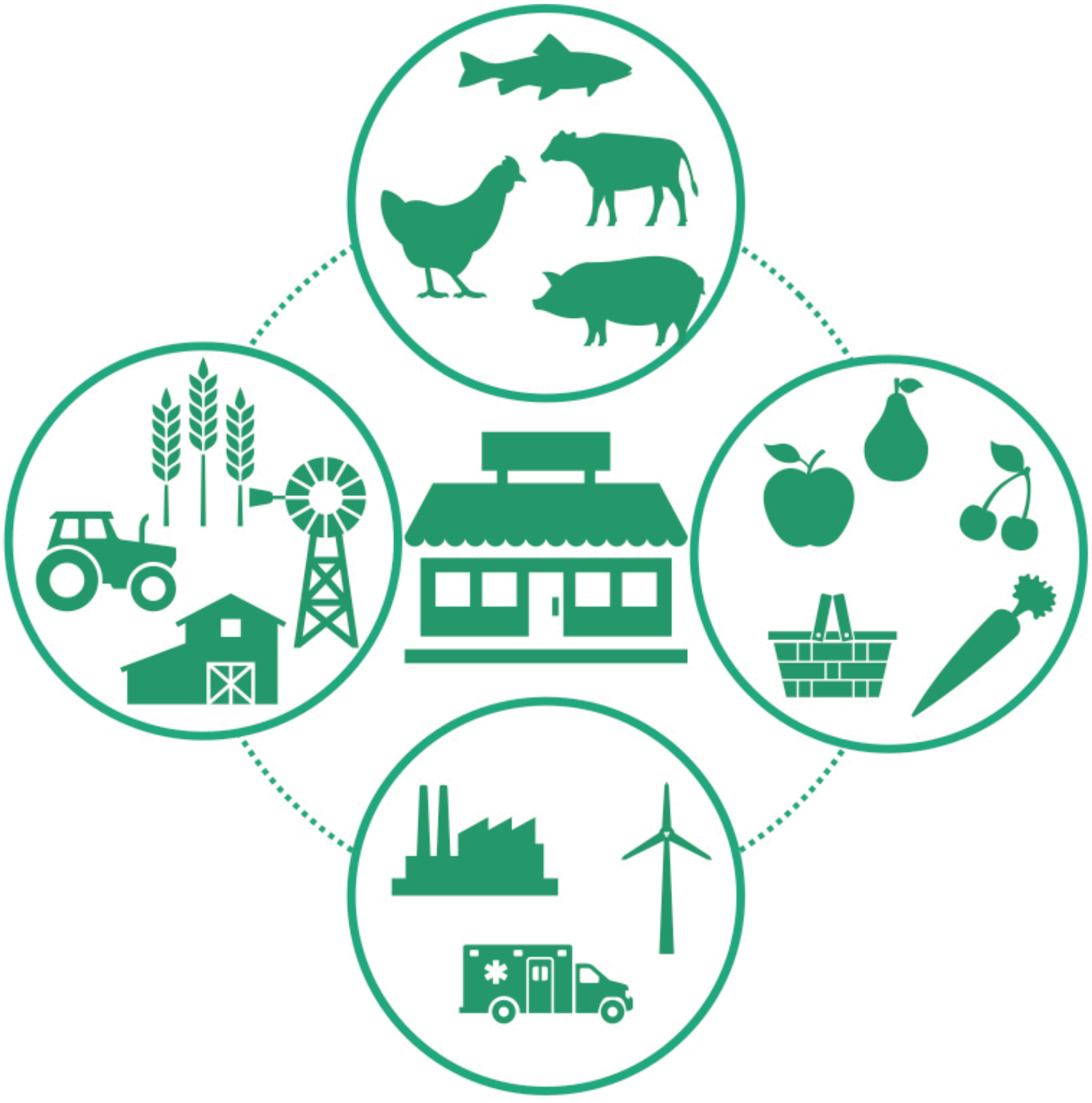
2

Polifunctionality



3

Circular local flows



4

Digital Communication

Offerta del wifi nel mercato



Usare social media



Comunicare le attività





Essere sul web

Aprirsi alle innovazione



Sviluppare servizi di consegna

5 Training and education

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Speck
Prosciutto Crudo
15,00
Pastore Sardo
10,90
BIZERBA

Thank you!

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