



Pond Inlet Grocery Store, Arctic Canada

System D Marketplaces as Urban Development Strategies

November 10 – 21, 2014

With Freek Janssens and Ceren Sezer

The System D Academy will research and test ideas how the market place can create a self organising urban development. This coincides with the current development of the historical Central Food Hall of Amsterdam, a market terrain that is now in the process of being made part of the city again after years of being closed for citizens. Considering the plans for the Central Food Hall, System D Academy sees the urgency to re-think this track, and bring the forces of the System D markets into play.

As international and corporate markets are more involved with how we access, trade and acquire our basic needs, System D academy will investigate the potential in local and informal markets and consider their place in relation to the hyper-logistics of internationally run market places. Where are the gaps between local initiatives and the international market structure? What are the inefficiencies in current local markets? How can you go local and compete with the giants of international trade and logistics? What is the meaning of a market place in contemporary society? Can markets be leaders of social engagement, connectivity and the development of belonging to a City?

Our goal is to experiment with market formats in order to develop it into an action research tool of the System D academy. The strategy is to develop models to learn about the social dynamics of a location. The market place is a potential effective tool.

First week: We will research the historical and current examples of market places in Amsterdam. The main focus is how the market is developed in relation to the city. Next to the official markets SDA researchers will seek and document various informal markets in Amsterdam.

Second Week: We set up a SDA Market! Testing the limitations and potential of market places, local production and exchange, and consumer behaviour.

Monday Nov 10th: With Freek, Ceren (and Simon)

10am – 12:

-As background to the historic and current state of Amsterdam urban markets we invite Social Science and Public Space Researchers Freek Janssens and Ceren Sezer to introduce **Marketplaces as Urban Development Strategies**. They will present three different typologies:

- Wholesale markets (the remnant of the original food markets, but now not considered marketplaces as such);
- Daily general markets (originally not considered markets, but rather a temporal solution to protect markets, but now the only remaining public marketplaces); and
- Specialised markets (this category includes Farmers' Markets etc, and is characterized by a private (rather than municipal) organization.

*** - The Amsterdam Central Market Hall remodeling plan (the sterilization of the marketplace)
Can Freek add this?*

1 – 4pm: Simon Angel and Ceren/Freek/Melle/Cynthia

Critical Thinking session with Simon Angel regarding urban market places.

- what is a market place now? What is its value?
- Should markets be more inclusive?
- why are current street markets dying?
- is there a problem with current top down market systems? What is our angle?

Tuesday Nov 11th: “Slow Markets” excursion with Freek/Ceren

-9:30am: Bicycle Excursion to various marketplaces in Amsterdam with Freek, Ceren and Tijs (Start at DAM square visit to the Central Market, Ten Kate markt and the gourmet markets)

- 3pm: Expert meeting with Jeroen Verwaaijen (Strabo, Market Research and Commercial Space Analysis).

-4 – 5pm: discussion and documenting findings from excursion. Create a set of questions about Slow Markets and what to look out for during the hyper market excursion tomorrow.

Wednesday Nov 12th: “Hyper Markets”

-7:30am - 12:

Visit Aalsmeer Flower Auction Trading Market, which trades 20 million flowers daily.

Bus 172 from Amsterdam CS to Amstelveen

Bus 198 Schiphol to Aalsmeer (transfer to 172 in Aalsmeer/Hortensiaaplein)

<http://www.floraholland.com/media/2347530/routebeschrijvingaalsmeer.pdf>

-1 – 4pm: Visit to the freehouse in Rotterdam. Freehouse is an medieval concept to include drop outs, strangers and misfits into society. The Freehouse is a place where they can contribute to the community. Jeanne van Heeswijk developed a freehouse in the Afrikaanderwijk in Rotterdam. From 2010 they are collaborating with the local market.
http://www.freehouse.nl/#markt_van_morgen

-7 – 8:30pm:

-What does the force of informal markets say about what is missing or wrong with the current state of top down market systems?

Skype talk with Designer and co-founder of shopsoko.com Gwen Floyd about small scale, community based, artisan marketplaces ingeniously working with global systems of international trade.

Thursday November 13th:

-7/8am – 4/5pm:

-Field work: SDA Researchers go out into Amsterdam to do an internship at a informal market (basement cottage production, drug trades, car exporters, garage sales, neighbourhood traders, ...)

-On going: collect examples of informal markets from around the world (good examples from Neuwirth Stealth of Nations, or buynothingproject.org, Open Source Ecology)

- 4pm: Expert meeting with Baptist Brayé (Sense of space) regarding the science and prediction of locating future shopping malls and the psychology of consumptive behaviour.

-8 – 11pm: Dinner and Hans Abbink on Self Organizing Systems

Friday November 14th:

Continued Field Research

-5pm: Presentation research results and concept

Week 2, November 17 – 21:

Jessica Editorial: 17/18th: frame gathered information and field work in relation to concept.

November 18/19/20/21st : SDA interventions

SDA creates a market in the streets of Amsterdam to test the borders of and intersections with the current city system. Interventions will see how the present borders of selling/exchange can be bent, tested, and pushed to create other possibilities that serve local economic and social development.

November 21st

- Presentation of the market somewhere in Amsterdam

Reading list about market places:

- Janssens, F. & Sezer, C. 2013: 'Marketplaces as an urban development strategy' *Built Environment* 39(2): 169-171.
- Hiebert, D. Rath J. & Vertovec, S. 2014: 'Urban markets and diversity: Towards a research agenda,' *MMG Working Paper 14-06*. Online:
<http://www.mmg.mpg.de/publications/working-papers/2014/wp-14-06/>
- Janssens, F. & Sezer, C. 2013: 'Flying Markets: Activating Public Spaces in Amsterdam' *Built Environment* 39(2): 245-260.
- Watson, S. 2009: 'The magic of the marketplace: Sociality in a neglected public space,' *Urban Studies* 46: 1577-1591.
- Anderson, Elijah 2004: 'The Cosmopolitan Canopy,' *Annals of the American Academy of Political and Social Science* 595: 14-31.
- Neurith, Robert 2012: 'Stealth of Nations'