



CITY

SHADOW



Revealing the shadow; discovering  
the (in)formal structures of street  
markets in Poznań, Poland

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MA Interior Architecture 2021



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CITY



In Pobiedziska, the home town of my mother, there is a small street market just outside the centre, where twice a week a variety of, mainly food products, is being brought by farmers and small producers living nearby. I visited this market for the first time last summer, and suddenly, by observing this market located in the small town, where everything happens at a lower pace, I realised something very important happened besides the obvious, sale activities: there is a whole social structure within the market. People know each other, trust each other. The sellers are perfectly acquainted with their customers, their preferences, tendencies and wishes. Next to just selling goods, there is a lot of interaction between not only the merchants and the buyers, but also between the buyers themselves. People visit this place regularly, knowing each other, talking to each other, connecting to each other. I started to wonder if the ritual of connection could be a reason for the people to come to the market?

These short moments of social contact bring something generic like shopping to another level and becomes a social activity. The market is thus a place, where people not only get access to good quality food for an affordable price, but they also unconsciously take part in an activity that strengthens the town's social function.







fig 02 (left)  
Targowisko Pobiedziska  
working around the given space;  
stall extension possibilities



fig 03 (right)  
Targowisko Pobiedziska  
informal / alternative ways  
for selling products





fig 04  
Targowisko Pobiedziska  
specific product sale - own crop



fig 05  
Targowisko Pobiedziska  
own production / crop  
packaging return (loop) and personalised orders



According to Jeffrey Bolhuis and Tara Kennedy and their article titled "On Marketplaces and an Architecture of the Common",<sup>1</sup> the marketplaces in their original form were designed as a centre point to their living surroundings.

"Every day before work, I was going to the market to buy some carrots or other fresh products, which I could eat during the day. I would already meet my colleagues there, who did the same. Then, all day we were seating together and eating the same things. It was the best, fresh and cheap food we could get at those times"<sup>2</sup>

A marketplace could thus be seen as space that functions as a local economical and social hub, a crucial element of our everyday life and culture. Space that is open and freely accessible for everyone. According to Hanna Arendt,<sup>3</sup> the most important function of such a public realm<sup>4</sup> is the ability to gather people, histories, stories, and a plurality of perspectives.

1 OASE #106; Bolhuis, J. / Kennedy, T., p. 73-77

2 Quote of my grandmother, referring to her visits to the marketplace back in the days

3 Hannah Arendt was a German-born American political theorist. Her many books and articles have had a lasting influence on political theory and philosophy. Arendt is widely considered one of the most important political thinkers of the 20th century. (Wikipedia, 2021)

4 def: publicly owned places and spaces that belong to and are accessible by everyone. These are the everyday spaces that we move through and linger within, the places where we live, work and play. (SNC Lavalin)

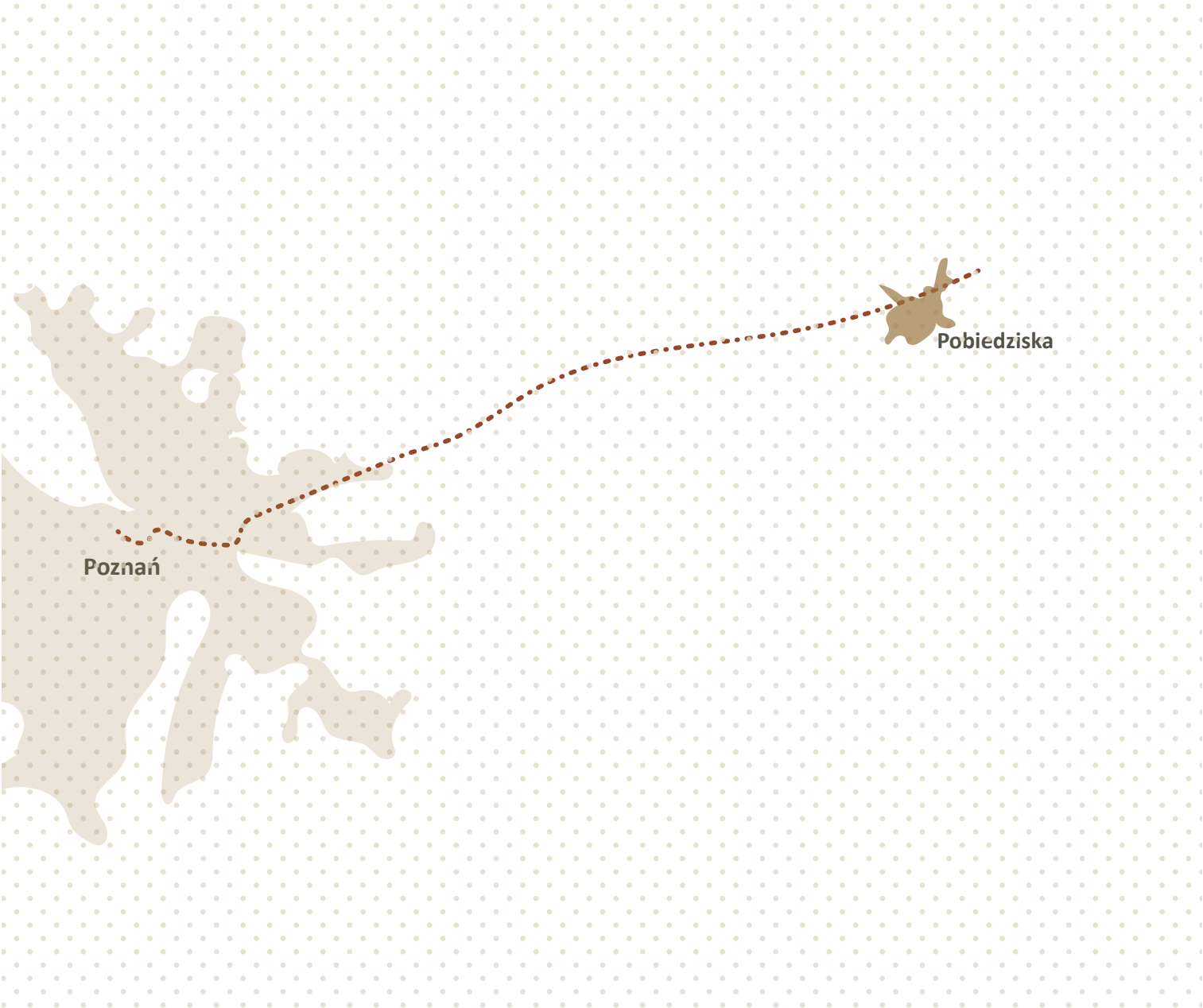


After that day when I visited Targowisko in Pobiedziska, I couldn't stop wondering if there are more intangible structures being part of the market system that I was not aware of. And I got intrigued if the lively atmosphere of the town market I observed that particular day, can be also recognised in the context of the biggest city nearby- Poznań. This city is also one of the largest in Poland and is located approximately 20km from Pobiedziska.

The city of Poznań consists of six districts. Within those districts, there are located nine permanent (street) markets, of which six are occupying the very same space for over 100 years. They naturally became a centre point for their neighbourhoods, providing not only access to fresh and cheap food, but also becoming a meeting place of different cultures and social groups. I always knew those markets existed, but I never perceived them as anything more than places you visit and buy food and other products. I simply marginalised them, being something not very exceptional, but since my visit to the market in Pobiedziska my perception changed and I decided to delve into this phenomena deeper for my graduation project.

**What is the role of street markets in Poznań as a public realm?**

**How do they fulfill their function as a stage for local economy and informal gatherings?**  
What strategies could be applied in order to emerge those from the city shadow?

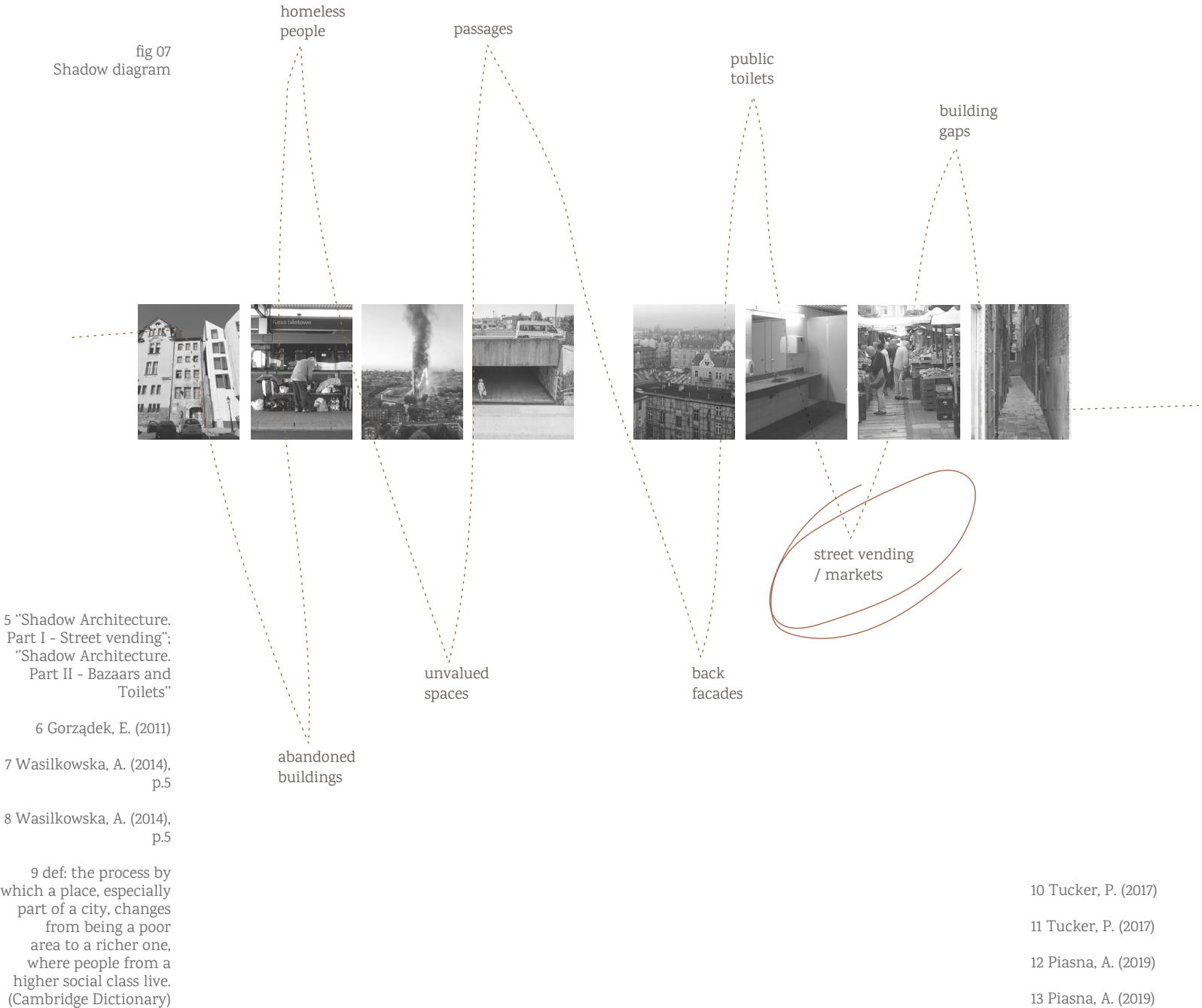


SHADOW

Trying to find out more about the uniqueness and origins of the market places in Poznań, I came across the term 'Shadow Architecture',<sup>5</sup> which is also the title of two books, written by the Polish architect; Aleksandra Wasilkowska. In her work, she analyses contemporary urban planning strategies and possibilities for collective action in public space. She perceives urban space as a place where two tendencies clash: the topdown, official approach which is associated with the order, and a bottom-up social approach which is governed by chaos.<sup>6</sup> In "Shadow Architecture" Wasilkowska's attention is dedicated to vendors culture, including street trade and bazaars, as well as other phenomena of marginalised architecture, i.e. public toilets. She argues that they are the most egalitarian spaces, independent from social status, accessible for everyone, but being negatively stereotyped as filthy and chaotic places, which are slowly disappearing from the urban maps.<sup>7</sup>

"Shadow Architecture consists of places and objects, which function on the margin of our awareness. They are often created with little participation of an architect, and imperceptibly emerge in cities' streets, arcades, underground passages, tunnels and niches."<sup>8</sup>

Inspired by Wasilkowska's theory, I decided to further establish my understanding of the shadow phenomena in the context of a contemporary, dynamic city (fig 07). I believe that the shadow relates strongly to the process of gentrification.<sup>9</sup> It can relate to all, places, objects; city phenomena, which are overlooked by the governments, and left behind on the way of the city's development. In fact, in my understanding, a shadow can be seen as a side effect of the city's rapid growth.



A good example of a shadow case is the Grenfell Tower in London, which burnt in 2017. The building was located in the middle of the highly gentrified area Hackney in East London, but was mainly inhabited by ethnically diverse, social tenants. It had been years that the residents asked for help with a major refurbishment, but they have never been heard.<sup>10</sup>

"It was the same story across many of the campaigns I'd worked on: one where private contractors and developers worked with councils to 'regenerate' estates, while systematically ignoring the views and needs of residents."<sup>11</sup>

Another example of shadow phenomena are marketplaces in Poland, which are often being liquidated in favour of developer investments. A good precedent is Banacha market in Warsaw, which original location was taken away in favour of a new investment; a building with flats for rent. Despite numerous protests from both vendors and customers, after more than a century of activity, the market lost its place to a more profitable venture.<sup>12</sup> In the end, the traders were moved to a new space a few hundred meters away, but such a solution did not meet the vendors expectations, as one of them explains:

"We tried to protest. We went to the municipality, we went on the street.(..) They promised one thing and did another. We ended up being pushed away, and here people are noticeably less because the market is not well connected with the rest of the city."<sup>13</sup>



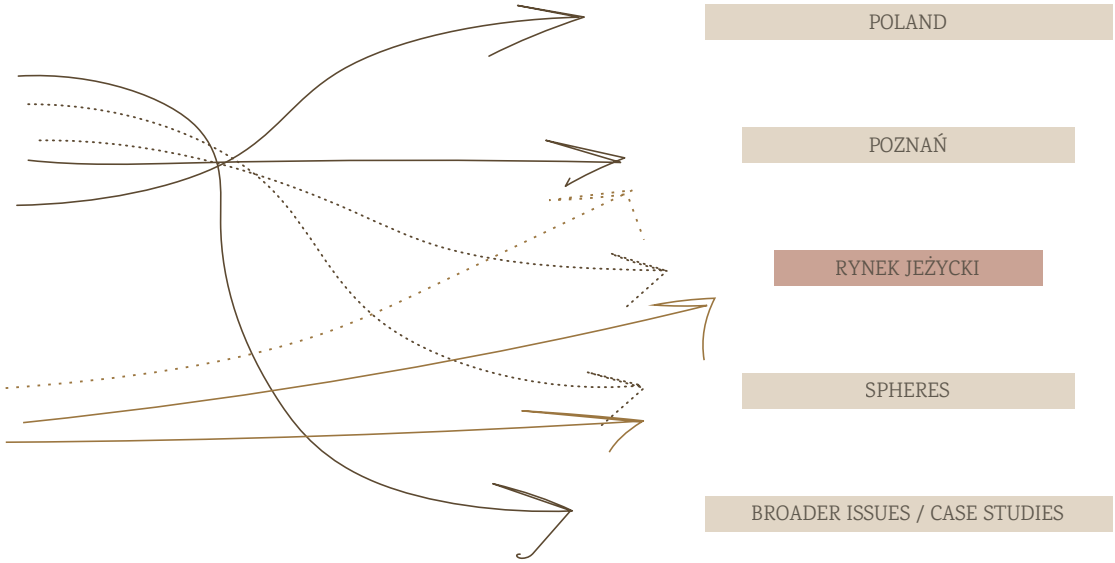
Like in the analytical psychology of the Swiss psychologist and psychiatrist Carl Gustav Jung,<sup>14</sup> the shadow archetype refers to a set of elements tabooed or denied of one's consciousness. Those elements are often pushed into unconsciousness because of a belief that they are either socially, or according to family or friends, unacceptable.<sup>15</sup> The healing therapy of Jung is based on relocating the denied elements from the shadow zone to the consciousness.<sup>16</sup> The shadow does not have a negative meaning, therefore it is important to understand its hidden value.

“The shadow, when it is realised, is the source of renewal (...) Hence no progress or growth is possible until the shadow is adequately confronted and confronting means more than merely knowing about it.”<sup>17</sup>

The cities have to find a way of acknowledging its shadowed elements, to be able to turn them into qualities. Once the shadow is acknowledged, there is a necessity for honouring, and properly understanding it, in order to provide solutions that could enable it to fully emerge to the city's living societies and surroundings.

In this thesis I am going to join my fascination of city and the shadow and investigate the phenomena of the street vending culture - in my case the street markets; in the context of the city - Poznań. I hope that diving into this specific topic in this specific context will allow me to not only fully understand the current structure, but will also lead me in finding possible strategies for future street markets to emerge. To achieve that, different research methodologies have to be applied.

fig 08  
Methodology  
diagram



This thesis is an outcome of my observations (fig 08) gathered by firstly, desk research including the literature sources such as books, articles, and other publications, consisting of relevant data. Secondly, field research including my observations and interviews with people both on site, and the ones involved in the current structures (i.e. people I know living nearby the markets). As I move forward, I will be looking into the marketplaces from the country scale perspective of Poland, to later zoom in to the markets in the context of the city of Poznań, and finally focus on one case study market that I will investigate through different spheres, scales, and perspectives. I will study the history of the place, its geographical position within the city, as well as its political, economical, environmental, and social connections. I will analyse case studies that relate to those specific contexts, to support my arguments and open up ideas to take along with me further as a part of my design strategies. I believe that by starting locally and analysing one case study market through the different perspectives I will be able to open up and touch upon bigger issues and gain a broad understanding of this shadow. Furthermore, I hope this thesis can become a part of my methodology for dealing with the city and its various shadows which, further developed over time could be used in my future projects.

14 Carl Gustav Jung.  
(Wikipedia, 2021)

15 Academy of Ideas  
(2015)

16 Shadow (psychology).  
(Wikipedia,2021)

17 Zweig, C. (1991)  
through Academy of  
Ideas (2015)

CITY

SHADOW

Reflecting on the interview of Wasilkowska, taken by Agnieszka Jęksa,<sup>18</sup> the (street) markets reflect the character of a given society, becoming often the most diverse spaces of a city. According to the architect, Polish market places were usually created without a plan. They simply poured out on the streets, some of them after World War II as a place for daily shopping, and some followed after the country's major transformation, when Poland left the era of socialism behind and joined the world of capitalism. The first year following this systematic transformation, Poland experienced the flourishing of commerce that flooded streets in the form of market areas. Most of them appeared as an initiative of people, of which some were vendors by profession, but some were brought to the streets out of financial need. The country was in a difficult economical condition so people were seeking a way of selling their products, giving a start to many market places in Poland. It was often years that passed until those markets became legalised. There are many similar stories about the origins of the street markets in every Polish city. In the interview, Wasilewska also puts attention to the fact, that as a result of the post-communist systemic transformation and the city's clean up, many marketplaces have disappeared.<sup>19</sup> The data published in 2019 by the economical portal money.pl<sup>20</sup> shows that in 2017, permanent markets were closed in Poland. Furthermore, over the last ten years, as many as 110 of them have disappeared. According to the portal, the forecasts do not look promising: city authorities increasingly come to the conclusion that markets are unnecessary, closing down the sites or deciding to replace them with more profitable undertakings. Markets in Poland are slowly becoming relics of living urban space, and yet they are a quintessence of the city. After all, they are one of the foundations of city, life and culture and have a long history dating back to the ancient Greek city-states, which concentrated around the agora - a meeting place, a place of political life and trade.<sup>21</sup>

fig 09  
Archive of  
the street trade  
in Poland

18 Jęksa, A. (2014)

19 Polish internet portal dealing with finance, economy and economy. (Wikipedia, 2021)

20 Piasna, A. (2019)

21 Agora. (Wikipedia, 2021)



“ For the Polish cities’ authorities, bazaars are problematic areas. Commercial ‘grey zones’ that stay in stark contrast with the image of the city as a metropolis, devoid of any elements that cannot be easily controlled.”<sup>22</sup>

Poland is still stuck in a gap between east and west. It treats its complexes of socialist past by chasing the illusion of Western metropolises. Most of the Polish revitalisation of public spaces is based on an aesthetic scenario: rich, multimedia, and necessarily lots of granite.<sup>23</sup> The aesthetics of street vending stands faces disapproval from the city authorities, who aim to organise and aesthetically standardise commerce. Often, during discussions about important squares in Poland, you can hear the term “city salon”, which refers to the modern system of public space management.<sup>24</sup> The language reflects the country's phantasms, and the usage of the word ‘salon’ directly refers to something more exclusive, in perception; better, which equals; more Western. By treating their own complexes of unappealing past, authorities want to get rid of shameful, unaesthetic relics of the communist times. The victims of these changes included local street vendors as well as unregulated green areas.<sup>25</sup> Therefore the city authorities find it hard to find a suitable place for the markets on the city map today. In Warsaw for example, as a part of a city cleanup, a lot of the markets either disappeared, or was pushed away to the suburbs, or less representative areas of the city.<sup>26</sup>

The municipalities have to be careful; once cleaning up the ‘chaos’, to also not to clean up what is useful, diverse, informal, sometimes even kitschy and wild. Informal spaces draw all their character from the fact that they are only regulated to a certain extent. It is their informality that gives the feeling, that this space belongs to everyone. Thus, instead of granite “city salons”, could the markets again become the local centre of every district, and play a critical role in re-establishing sustainable communities?

22 Wasilkowska, A. (2012), p.273

23 Jęksa, A. (2014)

24 Jęksa, A. (2014)

25 Wasilkowska, A. (2012), p.274

26 Jęksa, A. (2014)

# RYNEK JEŻYCKI

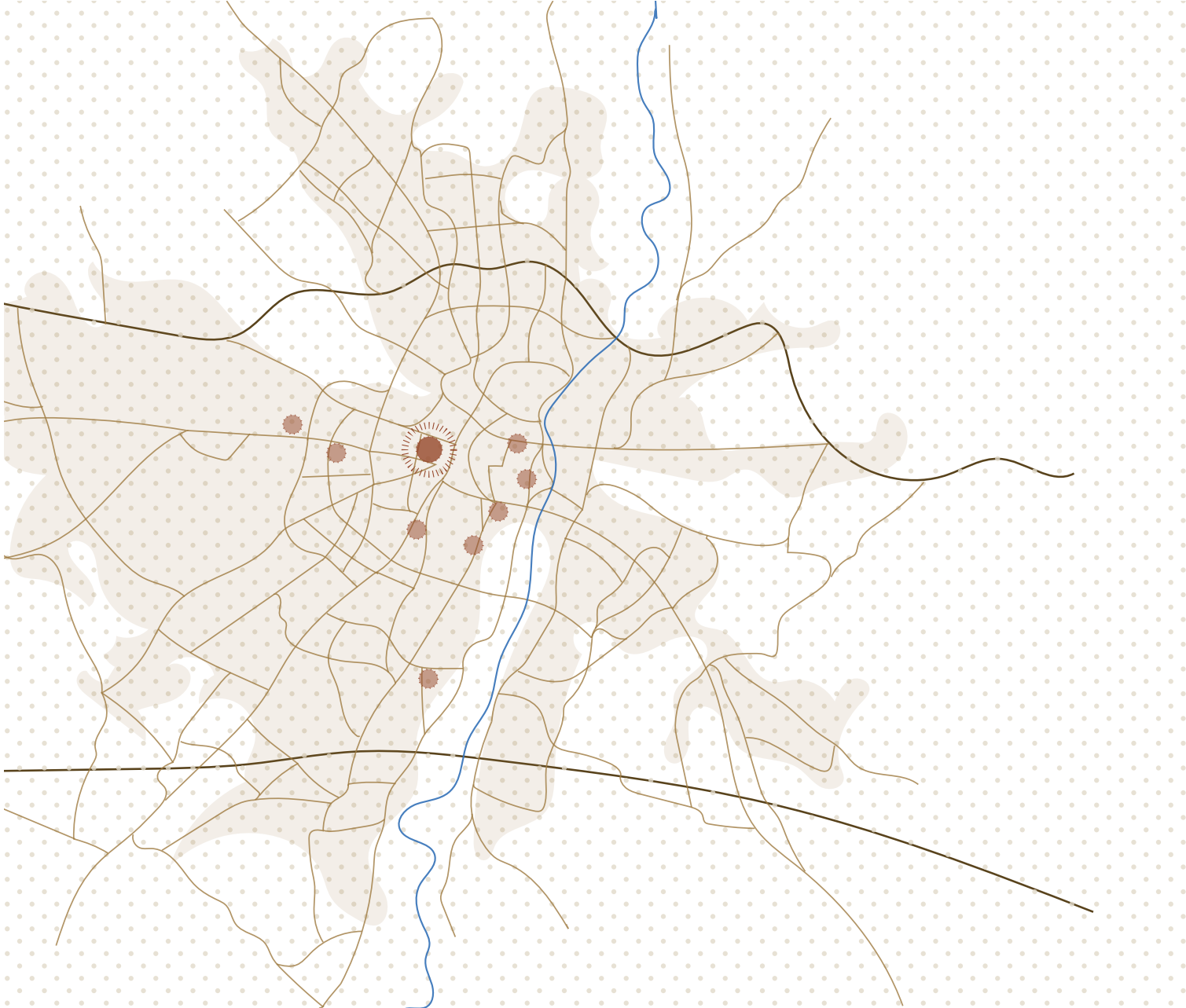
(Jeżycki Market) in Poznań



It looks like Poznań remains a unique example, by keeping its markets within the 'precious' lands of the city's historical neighbourhoods. Within the city borders, there are nine permanent street market sites located; 5 of them existing on the city map for over 100 years, and the other 4 appeared after the earlier mentioned major political transformation from the beginning of the 1990.



fig 10  
Map of Poznan;  
representing position of the  
marketplaces within the city of  
Poznań with highlighted location  
of Rynek Jeżycki





Now, the future of the stall trade is weighing up. According to the Polish economist Bartosz Klimas, there has been seen a nationwide decline in their popularity between 1999 and 2014. It was mainly due to the appearance of more accessibility to the city by car, followed by supermarkets taking over as the main places for commerce and shopping. This goes in parallel to the world economy, focused on fast growth and mass production, which results in a change in customer's demands. And the decrease in the number of buyers translates into a weakening of the financial position of traders. But there is a strain of optimism to hold on to within the latest data; according to a 2017 IPSOS survey, almost half of Poles (with an EU average of 33 percent)<sup>27</sup> still make use of the street markets - most often to stock up on fruit and vegetables. This proves that there is an existing supply chain, which works for the people that have very little to get fresh, affordable products right in front of their door. Nevertheless, once walking through the markets in Poznań, the number of empty stands is noticeable. It seems that the markets in their traditional form have already passed their time of best prosperity, opening the room for intervention. The question that arises is, if the markets could now, in reverse, become an antidote to mass production and domination of discount stores?

27 Klimas, B. (2019)



fig 11  
Rynek Jeżycki  
inside - between the  
market stands



fig 12  
Rynek Jeżycki  
entrance and outer alley,  
steel huts with possibility  
for closing down (no need to  
move away the products)









"Marketplaces are an inherent and important element of the landscape of Polish cities. (...) The conditions for shopping at marketplaces and their aesthetics are a problem, so we try to modernise them on an ongoing basis."<sup>28</sup>

The technical and aesthetic conditions of market places leave much to be desired (fig 14-16), but replacing them with modern and functional market halls, built with municipal funds, does not always solve the problem - it happens that such a hall does not attract either traders or as many customers as before. The former are discouraged by rising rents, the latter fear that the luxuries will no longer be cheap. The city is seeking a renewal of its market sites, but because of little attention given to them over the years, the proposals are lacking a proper understanding of the space and its complex structures. This puts certain necessity on the topic, at this particular moment and in this particular city.

In order to get a full grasp of the complexity of market places in Poznań, I will take one of the oldest market sites in Poznań, called Rynek Jeżycki, as a case study for further analysis. I will investigate it by looking at this structure through different spheres, hoping to find the best understanding of its past, present, and possibilities for the future.

fig 14  
Rynek Jeżycki  
empty stands  
on Sunday

<sup>28</sup> Statement of Jacek Jaśkowiak (mayor of Poznań); Klimas,B. (2019)







fig 15  
Rynek Jeżycki  
technical and aesthetic condition

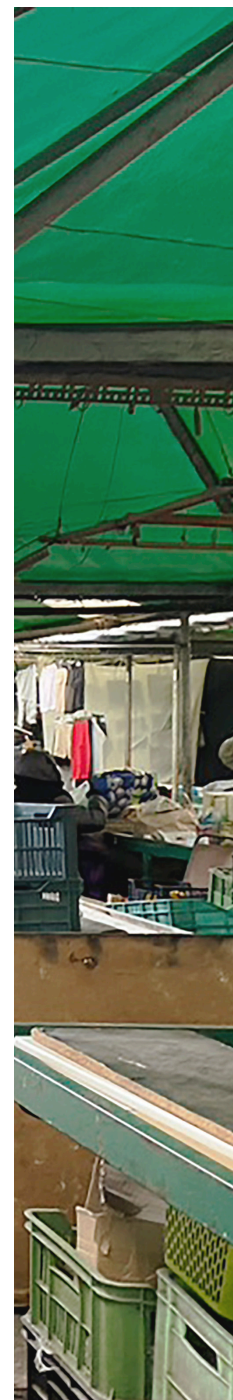


fig 16  
Rynek Jeżycki  
technical and aesthetic condition





GEOGRAPHICAL  
SPHERE

Rynek Jeżycki is one of the nine permanent market sites in Poznań (fig 17a/b), located in the historical neighbourhood of the city - Jeżyce.

The appearance of the street trade and market places in specific areas is often connected to intensive activity and street traffic flows, such as important communication junctions, stations, and large intersections.<sup>29</sup> Such positioning increases the chance of reaching more consumers. Following their appearance, the markets enhance the attractiveness and economic dynamics of the area.<sup>30</sup> They catalyse activity, attract people - generate pedestrian traffic. According to the research published in the "Shadow Architecture"<sup>31</sup> book, the financial results in shops located nearby the marketplace were improving on the trade days. This means, that markets can contribute to an increase

in turnover in the shops nearby, and even attract other businesses to the area.

Rynek Jeżycki is located on the major crossroad between Kraszewskiego and Dąbrowskiego street (fig 17c), which is also one of the longest streets in Poznań that directs the traffic in and out of the city. On the same two streets, there is a tram and a bus line (fig 17d), connecting the place with other regions of the city. Thus, for people who wish to come to the market from further away, such a location makes it easily accessible both by car and public transport.



29 Jęksa, A. (2014)

30 Wasilkowska, A. (2012), p.232

31 Wasilkowska, A. (2012), p.232

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Rynek Jeżycki

Other marketplaces



fig 17a  
Map of Poznan  
Market position  
Marketplaces in the city



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Rynek Jeżycki

Jeżyce neighbourhood



fig 17b  
Map of Poznan  
Makret position  
towards the neighbourhood



Rynek Jeżycki is one of the nine permanent market sites in Poznań (fig 17a/b), located in the historical neighbourhood of the city - Jeżyce.

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Rynek Jeżycki

Dabrowskiego street

Kraszewskiego street



fig 17c  
Map of Poznan  
Market position  
Main streets crossroad



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Rynek Jeżycki

Bus lines (1)

Tram lines (3)

fig 17d  
Map of Poznan  
Market position  
Direct public transport





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fig 17  
layered map of Poznań  
Rynek Jeżycki  
in relation to the city

Although, the location within the historic neighbourhood also has its difficulties. At this moment, the parking spaces around the market are very limited and it is difficult to find a free one. This can discourage people who would like to come to the market by car, from coming there at all. This issue could be solved, for example, by dedicating part of the surrounding parking spots to a short-term stay (up to 30 minutes) during the opening times of the market. This would create an easy, passer-by situation access to the market for the people that might not have a similar sites nearby their home area.

But car accessibility for the clients is not the only issue. According to the report from social consultations run in 2018 by the city of Poznań,<sup>32</sup> almost 100% of the vendors reach Rynek Jeżycki by car. Of these, 50% is using the public parking system, and almost 30% leaves their vehicles on the privately-owned parking,

which generates extra costs and can discourage vendors to come and trade in the city at all (if compared with the town markets nearby where the parking can be easy and free). Furthermore, the same problem relates to deliveries. A historical location and parking issues make it difficult to handle deliveries of the products. Could dedicating part of the public spots and turning them temporarily into a delivery zone, during specific hours, be a solution?



32 Report of public consultations on the future of the Jeżycki Market in Poznań (2018)

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Rynek Jeżycki

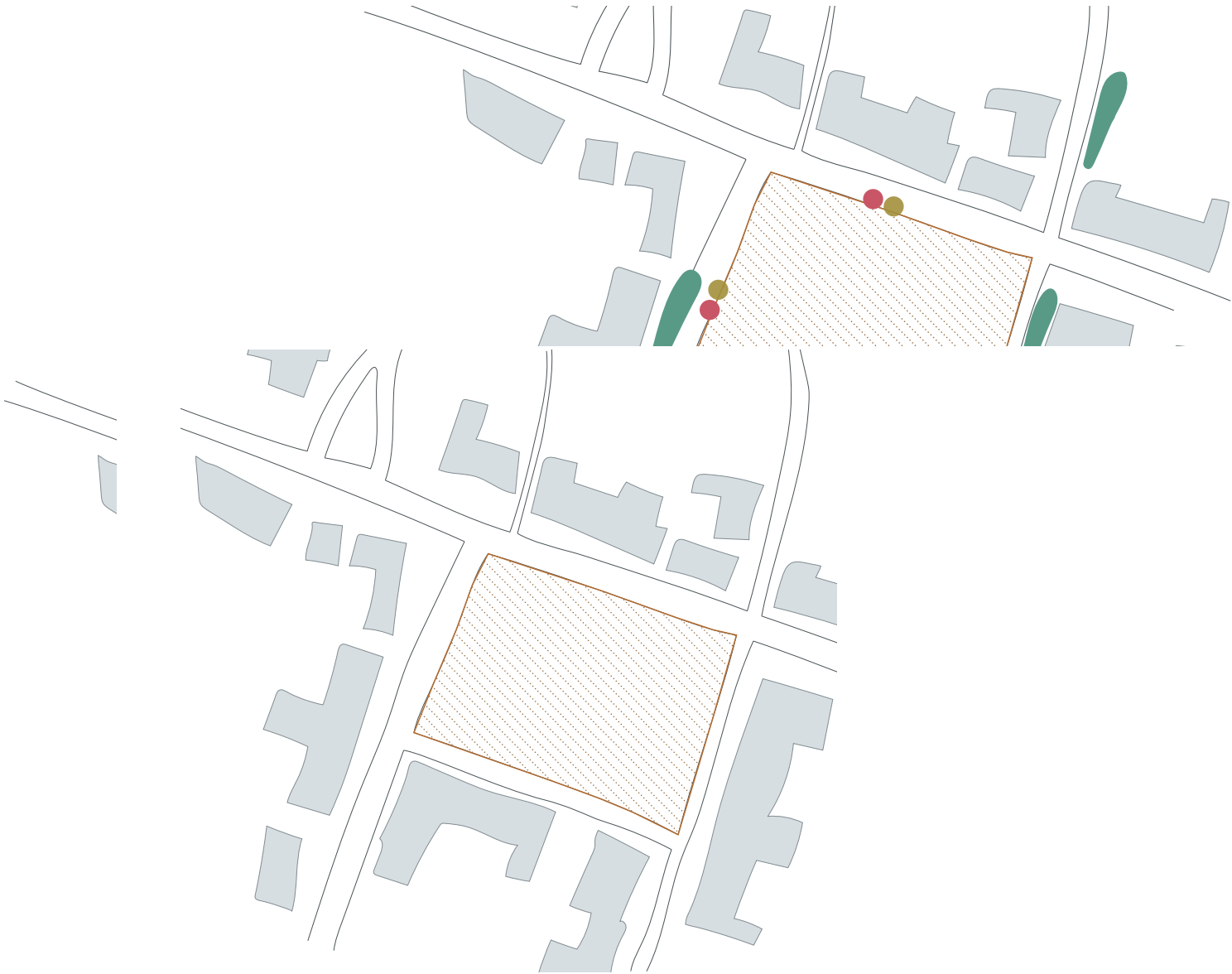


fig 18a  
Map of the market's surroudigns  
Position of the marekt

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which generates extra costs and can discourage vendors to come and trade in the city at all (if compared with the town markets nearby where the parking can be easy and free). Furthermore, the same problem relates to deliveries. A historical location and parking issues make it difficult to handle deliveries of the products. Could dedicating part of the public spots and turning them temporarily into a delivery zone, during specific hours, be a solution?

Tram/bus stops



fig 18b  
Map of the market's surroudigns  
Transport lines/points

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Parking zones

Parking/delivery zones



fig 18c  
Map of the market's surrouidngs  
Traffic points

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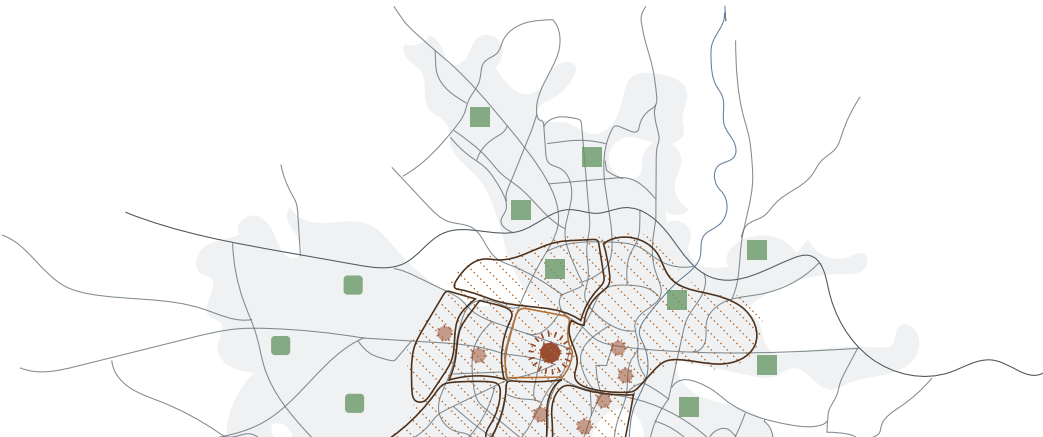
fig 18  
layered map of market's surroundings  
important transport and traffic points

The location within this historic neighbourhood, on one hand, ensures a constant traffic flow, but at the same time, it requires improvements, so its geographical position can be used to its full potential. Especially because all the market sites in Poznań (fig 19a/b) are located within the city's old parts.

It is due to the role that they fulfilled in the past.<sup>33</sup> Back in the days, those neighbourhoods were their own suburban regions, towns, in which life evolved around their main squares; marketplaces, often functioning as spaces of economic, cultural, and social exchange.<sup>34</sup> After being added to the city, the markets remained central to their neighbourhoods and maintained their original form. But what would happen if every neighbourhood in the city had its own market site? (fig 19c)

A good example to learn from is the city

of Barcelona, which introduced a policy of revitalisation of historic and construction of new market halls, aiming to achieve a situation when every inhabitant of the city has a market with fresh and healthy products within a 15-minute long walking distance.<sup>35</sup> Additionally, exploring the marketplaces nearby own place of living is a part of the education system.<sup>36</sup> According to the location data presented at the beginning of this chapter, having a marketplace in each neighbourhood of Poznań could influence the current traffic flow. The potential increase of attractiveness towards the new site could lead to the opening of more local business around the market place and decrease the necessity for shopping-related travels of people living nearby. Furthermore, this could lead to the relaxation of traffic within the city, which further benefits I will touch on in one of the next chapters about the environmental sphere.



33 Kaczmarek, J. (2014)

34 OASE #106;  
Bolhuis, J. / Kennedy, T.,  
p. 73-77

35 Wasilkowska, A.  
(2014), p.17

36 Wasilkowska, A.  
(2012), p.19

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Rynek Jeżycki

Other marketplaces

Historical area of the city



fig 19a  
Map of Poznan  
Makrets locations  
Historical area





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Rynek Jeżycki

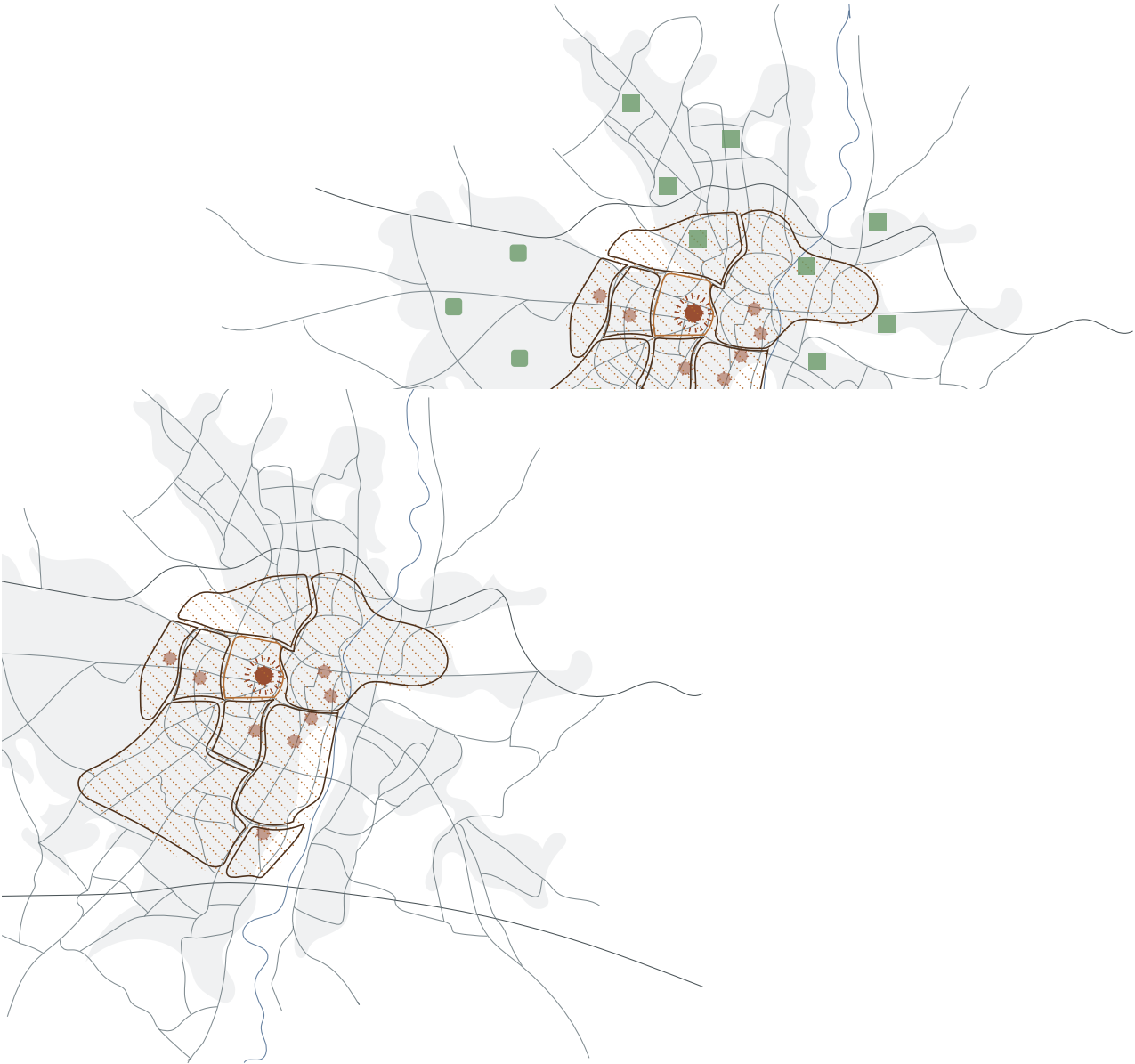
Other marketplaces

Jeżyce neighbourhood

Other neighbourhoods



fig 19b  
Map of Poznan  
Makrets locations  
Historical neighbourhoods



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- Rynek Jeżycki
- Other marketplaces
- Jeżyce neighbourhood
- Other neighbourhoods
- New locations possibility

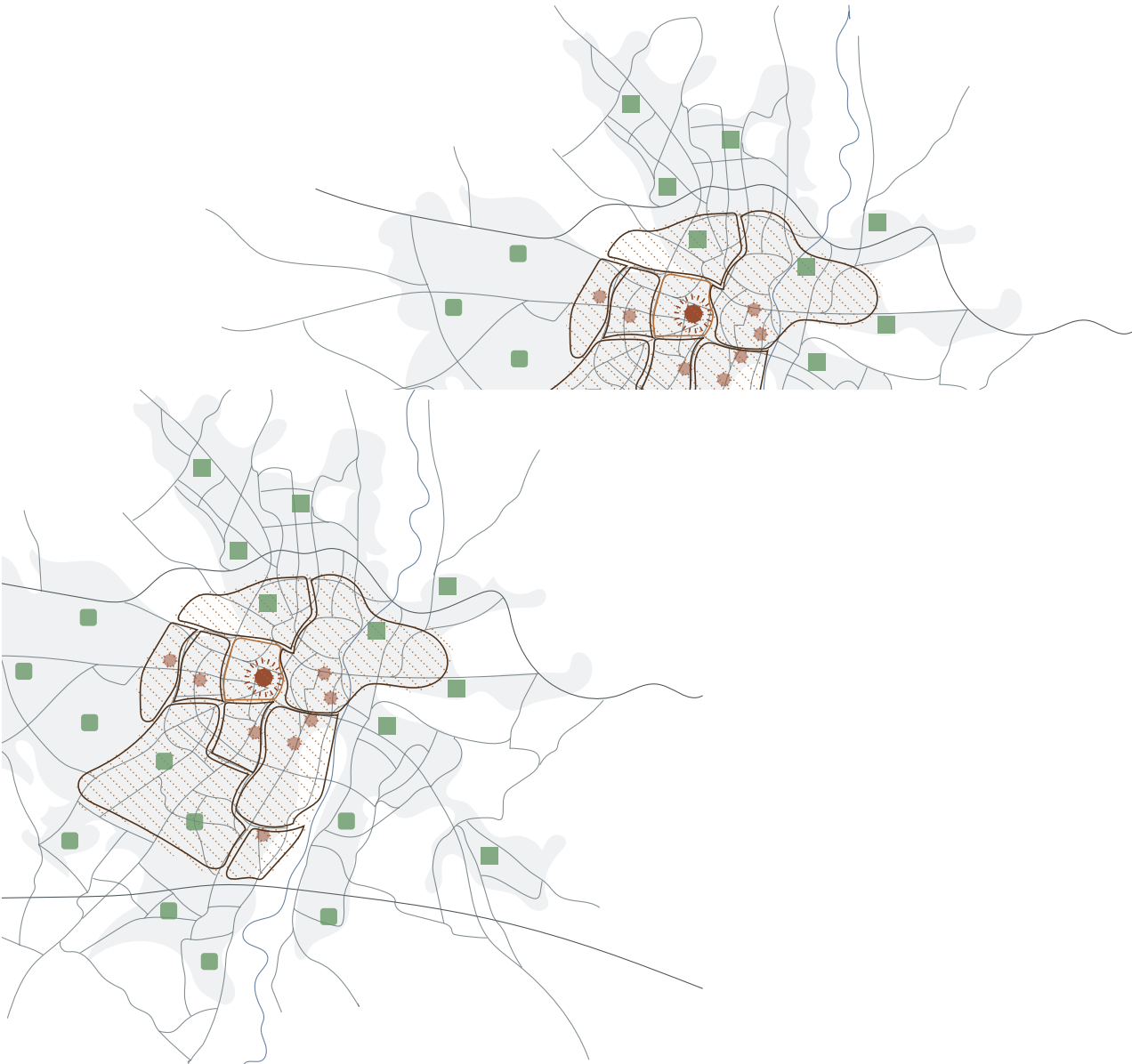


fig 19c  
Map of Poznan  
Makrets locations  
New locations conceptual scheme

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fig 19  
layered map of Poznań  
Marketplaces in relation to  
the historical neighbourhoods  
;possibilities for expansion



HISTORICAL

SPHERE

Rynek Jeżycki used to be the central trading point of suburban settlements. It fulfilled its role towards the independent region of the same name<sup>37</sup> Jeżyce. It was up until the year 1900, in which both, the region and the market, were added to the city structures and became one of the neighbourhoods of Poznań, keeping its original name. The street market appears on the old plans as early as 1891 when the development of Jeżyce began to be regulated. New streets were created then, with a centrally located market square called Markt Platz, today's Rynek Jeżycki.<sup>38</sup> The neighbourhood evolved around this place and it is 130 years now, that the market beats like a heart, as a centre point to this district, becoming an irreplaceable place for economic, cultural, and social exchange.

37 Rynek Jeżycki.  
(Wikipedia, 2021)

38 Kaczmarek, J. (2014)

Based on the stories of my grandmother, who used to live in the area of Jeżyce for the majority of her life, back in the days the marketplace used to be different. To start with, all the stands were wooden, with a striped fabric covering their roofs. At the end of each day, the market was taken down and moved to the storage across Dąbrowskiego street (fig24a). Later the place was cleaned with water and could serve its community as a square, a place for meetings, performances, and other cultural events. The whole area used to be more green (fig24b), there were trees around the market and along Dąbrowskiego street. While approaching the market from this direction, on the crossroad of Dąbrowskiego and Kraszewskiego streets, was a permanent kiosk (fig24b), where people could always buy tickets for public transport, newspapers, etc. Along Kraszewskiego street, on the outer line of the market, stands were selling only flowers (fig24b).

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fig 22 (previous page)  
Rynek Jeżycki in the old days

fig 23 (above)  
Empty market square

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<sup>37</sup> Rynek Jeżycki.  
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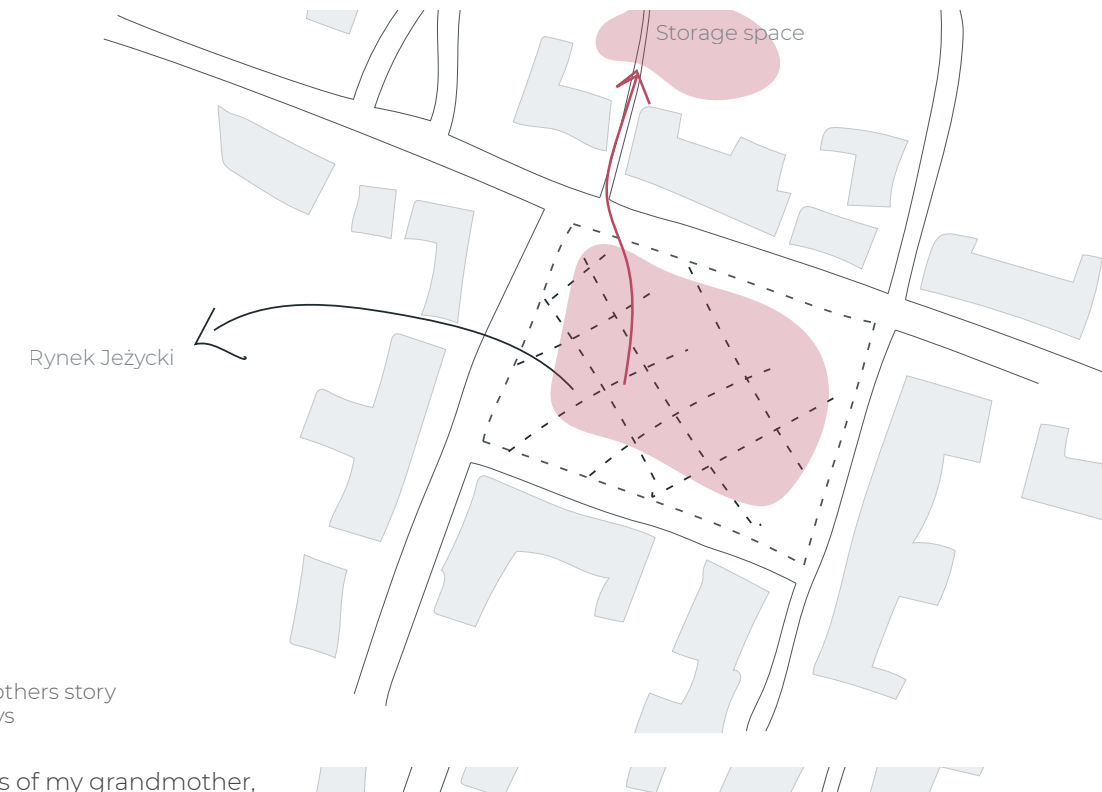


fig 24a  
Map based on my grandmother's story  
Rynek Jeżycki in the old days

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fig 25  
Rynek Jeżycki in the old days

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37 Rynek Jeżycki.  
(Wikipedia, 2021)

38 Kaczmarek, J. (2014)

Greenery

Kiosk



fig 24b  
Map based on my grandmothers story  
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fig 26  
Rynek Jeżycki in the old days

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37 Rynek Jeżycki.  
(Wikipedia, 2021)

38 Kaczmarek, J. (2014)

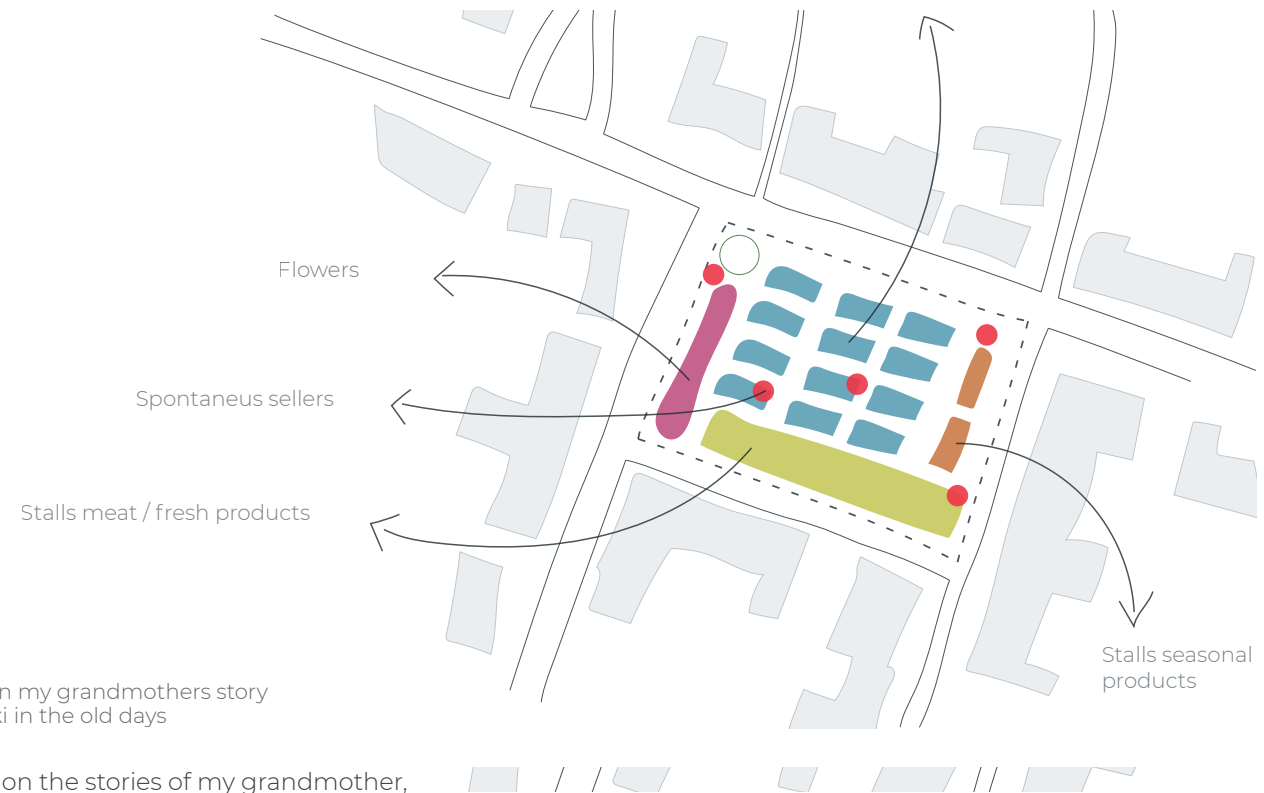


fig 24c  
Map based on my grandmothers story  
Rynek Jeżycki in the old days

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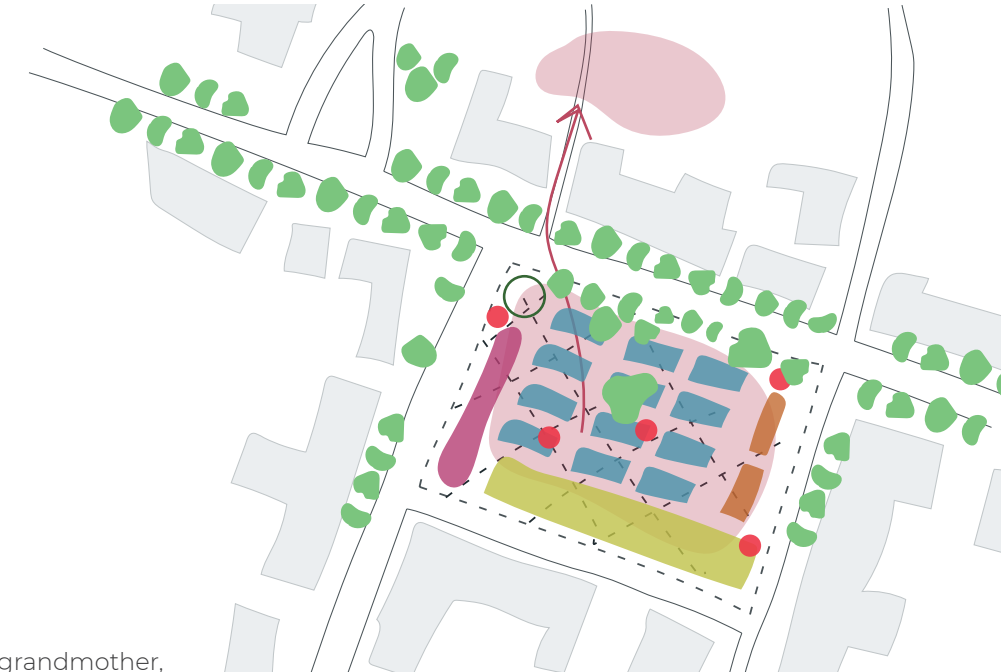
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37 Rynek Jeżycki.  
(Wikipedia, 2021)

38 Kaczmarek, J. (2014)

fig 24  
layerd map based on my  
grandmothers story  
Rynek Jeżycki in the old days



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fig 27  
Rynek Jeżycki at the beginning of 19th century



fig 28  
Rynek Jeżycki at the beginning of 19th century





fig 29  
Man sharpening the  
knives at Rynek Jeżycki

One unique person that pops up in the mind of both, my grandmother and my mother, is the man who used to sharpen the knives on the market. He had his permanent spot, right next to the kiosk, where he was setting up his big wheel machine. As the other service providers, he was not on the market each day, but always on the same day of the week. Therefore, if you needed to have your knives sharpened, you knew which day to bring them in. This knowledge of where to go, for what, and when is something that was and still is very special within the market structure.



The market has undergone severe transformations around 20 years ago. The flowers and meat zones on the outer lines of the market remained in the same place (fig32a) but were replaced with permanent steel huts. All the market stands were replaced by a metal construction covered with green and white oilcloth (fig32b), also meant to be a permanent structure. This means, the market always stands in its place. The square lost the possibility it once had to, outside working hours, become an empty space for any use. With that, the market also lost the possibility to accommodate more occasional sellers or service providers. The market is designed to use its maximal capacity and there is simply no room for more flexible elements. But nowadays, the market stalls are never used to their full capacity. This raises the question, whether it is possible to learn from the markets old typologies, and search again for the flexibility that is now lost?





fig 30 (previous page)  
Rynek Jeżycki now

fig 31 (above)  
steel huts selling flowers



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steel huts / kiosks

steel huts selling flowers

steel huts selling  
meat / fish / salads

toilets

fig 32a  
Map based on my observations  
Rynek Jeżycki now

The market has undergone severe transformations around 20 years ago. The flowers and meat zones on the outer lines of the market remained in the same place (fig32a) but were replaced with permanent steel huts. All the market stands were replaced by a metal construction covered with green and white oilcloth (fig32b), also meant to be a permanent structure. This means, the market always stands in its place. The square lost the possibility it once had to, outside working hours, become an empty space for any use. With that, the market also lost the possibility to accommodate more occasional sellers or service providers. The market is designed to use its maximal capacity and there is simply no room for more flexible elements. But nowadays, the market stalls are never used to their full capacity. This raises the question, whether it is possible to learn from the markets old typologies, and search again for the flexibility that is now lost?





fig 33  
steel huts / market stands



One unique person that pops up in the mind of both, my grandmother and my mother, is the man who used to sharpen the knives on the market. He had his permanent spot, right next to the kiosk, where he was setting up his big wheel machine. As the other service providers, he was not on the market each day, but always on the same day of the week. Therefore, if you needed to have your knives sharpen, you knew which day to bring them in. This knowledge of where to go, for what, and when is something that was and still is very special within the market structure.

market stands

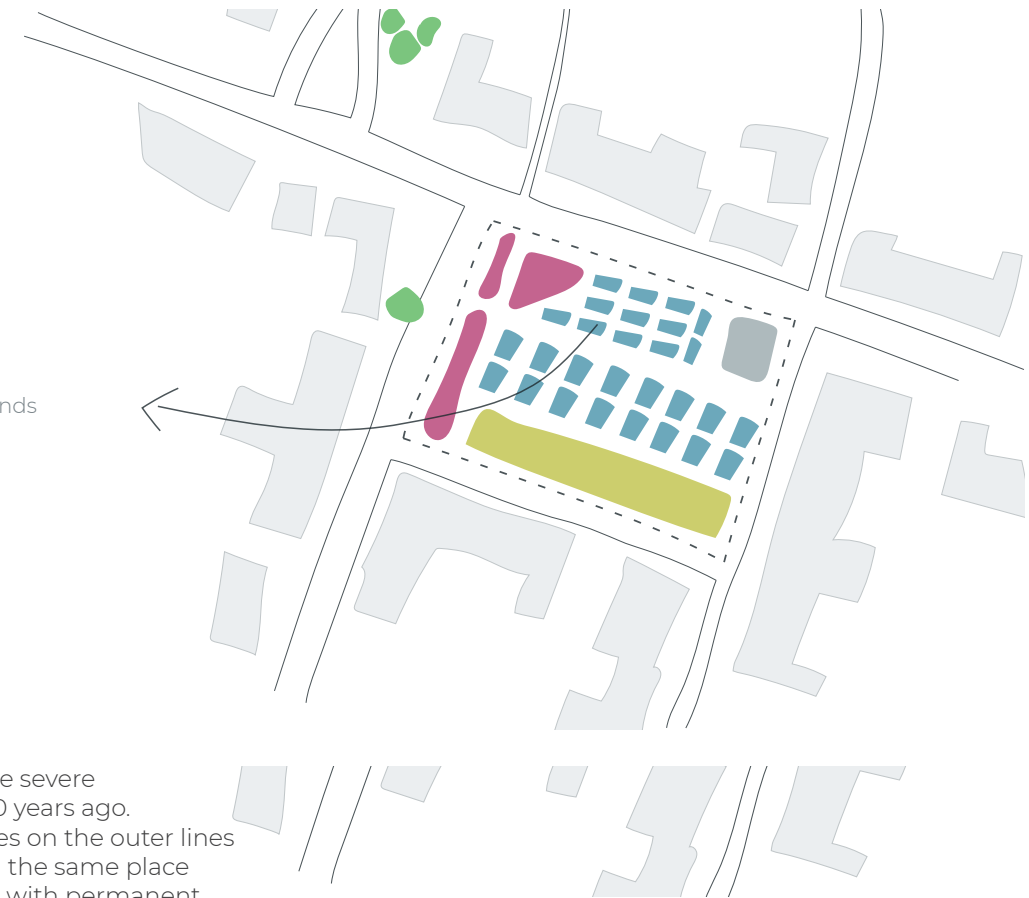


fig 32b  
Map based on my observations  
Rynek Jeżycki now

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fig 32  
Layerd map based on  
my observations  
Rynek Jeżycki now



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SOCIAL

SPHERE



The marketplace is a space of socialisation, a natural system of social integration. Originally, a place for trade, which for many became also a living environment; protection from the regime of official institutions.<sup>39</sup> It is an attractive place because of its atmosphere and interpersonal relations.

While I was walking through Rynek Jeżycki, the social connectivity between the market users is something that strikes. There is a constant personal exchange between not only clients and vendors, but also vendors themselves. The only interaction I was missing, is the one I could observe more clearly on the market in Pobiedziska, which is the relationship between the buyers. I will touch upon that topic in the political sphere chapter. Nevertheless, the market, unlike the supermarket store, is a place where every transaction has a personal ground.

“Positive value of the contact, getting to like each other or making friends with each other also translate into sales. (...) Recommendation and reputation of sellers are built up in this network”<sup>40</sup>

Positive contact with the local community is the basis for the sustainable functioning of trade around the housing estates.<sup>41</sup> Therefore, vendors often establish relationships with their clients. And vice versa, buyers often find it easy to talk about themselves, their problems, or just trivial matters. Hence, the planning of shopping routes on the market which customers define themselves, are based not only on the choice of products but also on their preferences for personal interactions. And this personal interaction is something very interesting. For old people, for example, the visit to the market can sometimes be the only interaction moment during the day. The same for the people, which are for any reason marginalised by society. A market is also a unique place because of its multigenerational contacts, as well as the ones exceeding class or stratum boundaries. In my belief, these are the elements very important to maintain, or when speaking about the multigenerational connections, to be even further developed. For me, the key lays in finding the way of renewing the market by not breaking, but rather strengthening its current social structures.

39 Wasilkowska, A. (2012), p.224

40 Wasilkowska, A. (2012), p.253

41 Wasilkowska, A. (2012), p.251

fig 34  
My walk at Rynek Jeżycki (camera shots)  
Social interactions





fig 34  
My walk at Rynek Jeżycki (camera shots)  
social interactions





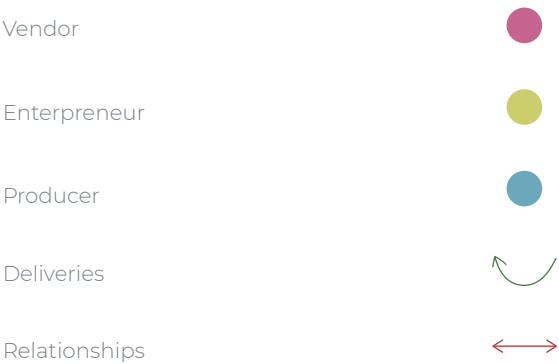
fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions



The marketplaces generate also connections, which cannot be grasped through everyday observations. Vendors, except for their relationship within the market structures, are also the link to the external interaction zone, related to the supply chain. Relationships between vendors, suppliers, and producers form another group of contacts. Firstly, the vendor can be representing a specific entrepreneur (fig35a), which handles the deliveries for him. That means, he does not have direct contact with producers, but only with the deliverer and the mentioned entrepreneur. Secondly, the vendor can buy the products in the food exchange (fig35b), where he can stabilise his own chain of relationships with suppliers. Thirdly, the vendor can buy the products directly from the producer (fig35c), establishing very personal human interaction, hence a better understanding of the product that he is selling. Finally, the vendor can sell his own

products (fig35d), which in my opinion, can lead to the best sale-based relationship with the customers. I think being able to talk about your own products can only lead to longer conversations with the buyer and strengthen its long-term relationship. I believe, that the latter type of seller is the one who is missing in the market structures of Rynek Jeżycki. Thinking of the possibility of bringing more local producers to the market would not only create a bridge between the city and its surroundings (fig36) but also could stimulate the growth of local production, influence local communities, generate new jobs, and finally, improve social structures of that place. I will discuss this topic further while analysing the political and economical sphere.

fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions



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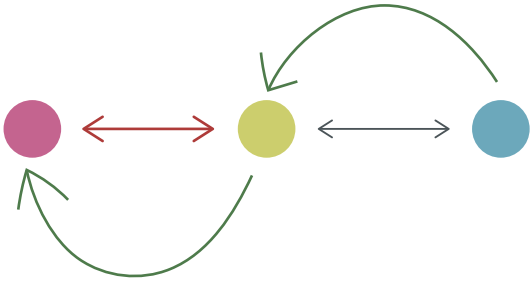
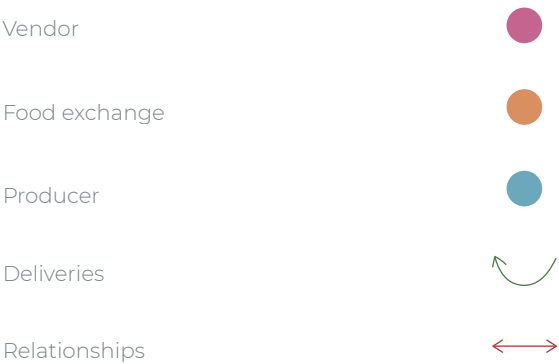


fig 35a  
Marketplace  
External interaction zone - type 1



fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions



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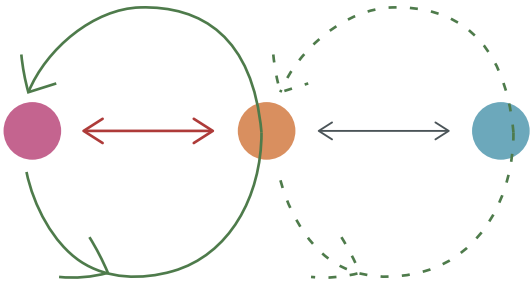


fig 35b  
Marketplace  
External interaction zone - type 2

fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions

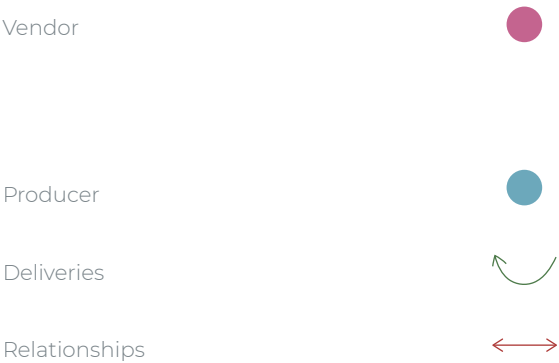
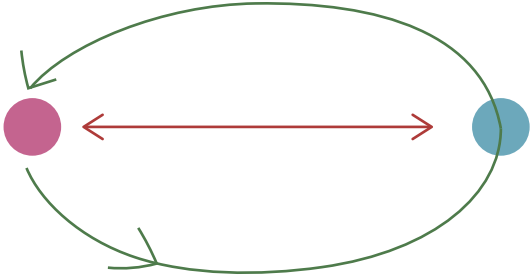


fig 35c  
Marketplace  
External interaction zone - type 3

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fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions

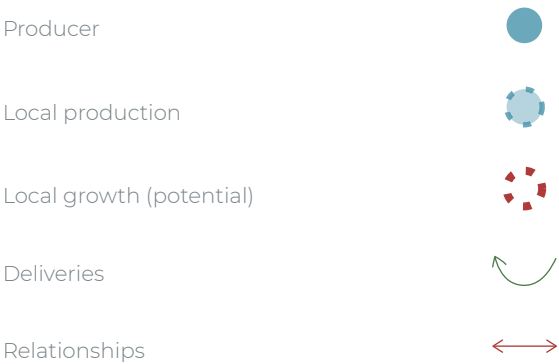


fig 35d  
Marketplace  
External interaction zone - type 4 - new

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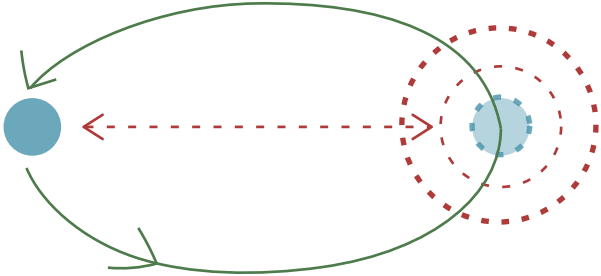


fig34  
My walk at Rynek Jeżycki (camera shots)  
social interactions

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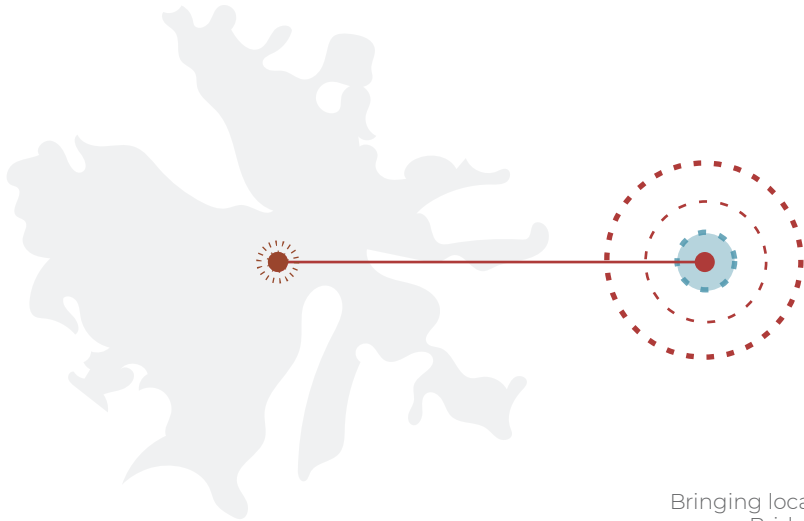


fig 36  
Bringing local producers to the market  
Bridge between the city and its  
surroundings; influence on local  
communities





POLITICAL

SPHERE



The municipal organisation responsible for all the market sites in Poznań is called Targowiska, which is also the most significant organiser of marketplace trade in the city. It is working in its current form since 1977 and its responsibility is the preparation of stands for everyday commercial activities as well as keeping the sites clean. It should also take care of the technical service, including renovation and modernisation of existing commercial stalls.<sup>42</sup>

This means, that this organisation is responsible for the current structures and situation of the markets. To follow up on the points that I already raised in previous chapters, apart from technical and aesthetical aspects, there are deeper issues that are lacking proper consideration or management. The main issue is the lack of flexibility from the given structures. Compared to the past typologies, Rynek Jeżycki lost part of its valu

as a square; a space for use and interaction out of the trading hours activities. In its current form, the market is trade-oriented, and is lacking any other services or objects that would encourage visitors for longer time spending, and could lead to tighter relationships between the buyers.

The problem also lays in the market opening times. Even though officially Rynek Jeżycki runs until 8 p.m., in reality, all the vendors start to pack their stalls around 1 p.m. This situation not only limits the possibility of accessing the market by a younger generation, who at early times are busy with their studies, or work. It also touches on the necessity of the market for being a permanent structure. With its permanency, also came the loss of the original storage units. Hence, once empty, Rynek Jeżycki remains rather messy, an unusable space, with no possibilities for other usages.



The last problem relates to the possibility of rental and sales. There is a tendency in Poland now, which I see among both mine, and my mother's friends, to buy products from the known source, preferably supporting local producers. But on the market in its current form, the vendors are obliged to rent their spot for a longer period, which makes it difficult for the producers to join the market and sell their own goods. And those sellers bring another value to the market. It happens very often that my mother is asked by her friends to buy some products, such as butter or cheese, for them on the market in Pobiedziska. This means, that the current access to locally produced goods in the city is limited. It is simply not possible for the producers to be on the market every day and still maintain their production. Thus, I believe, if the market could again serve more spontaneous sellers like it was back in the days, this tendency could change.



fig 37  
Rynek Jeżycki  
on Sunday (all images)

42 about: targowiska.  
com.pl/about



To support my observations, I analysed the report from social consultations run in 2018 by the city of Poznań.<sup>43</sup> The general outcome is that majority of people living nearby are seeking more flexibility when it comes to the renewal of Rynek Jeżycki (fig 38 a/b). Most of them think that the stalls should be taken down after the opening hours. With an increased amount of greenery and outside the markets working hours, the square could become a space for rest and held activities, such as cultural or social events. A similar opinion about the flexibility of the site has a local committee, which states that the key commercial function for this place should be reconciled with the possibility of using the only square that the region of Jeżyce has, also for other purposes.<sup>44</sup>

43 Report of public consultations on the future of the Jeżyce market in Poznań (2018); by Konsultujemy (company for research and public consultations)

44 Schmidt, F. (2019)

45 Schmidt, F. (2019)

Interestingly enough, following this survey, the city already made an attempts to revitalise Rynek Jeżycki and presented several visions for its future (fig 39), but the response of the local community has not been positive so far:

“(...)Some consider the proposals to be inconsistent with the spirit and history of the place, which looks rather like the shell of a spaceship or the roof of a supermarket. Others indicate that the roofs will be very massive and overwhelm the square. Others still think that the market will be at great risk of heating up, especially as the roofs are not supposed to be covered with greenery, but rather with sheet metal. There is also no certainty that the roofs will fulfil their most important function - protection against rain (...)”<sup>45</sup>

Based on my observations, and information that I presented so far, I believe the key does not lay in replacing the market with the new, modern version of the existing one. A few months ago I spoke to the woman at Rynek Jeżycki, who was selling some small jewellery. She complained a lot about how the things at the market are handled, about the rent and plans for the future. She pointed to me, that at recently modernised Targowisko Świt (another market site in Poznań) the rent is twice as high and the space became inaccessible for people like her. The renewal of the market sites raises a lot of fears and if not carried carefully, could disturb current social and economical structures. Hence, when talking about the renewal, what I am trying to do in this thesis, and what I believe is important for the city, is to start from understanding the markets structures, current activities, and relationships to see the potentials and provide new solutions which are actually needed.



fig 38a  
Report of public consultations  
How would you grade the following proposals?

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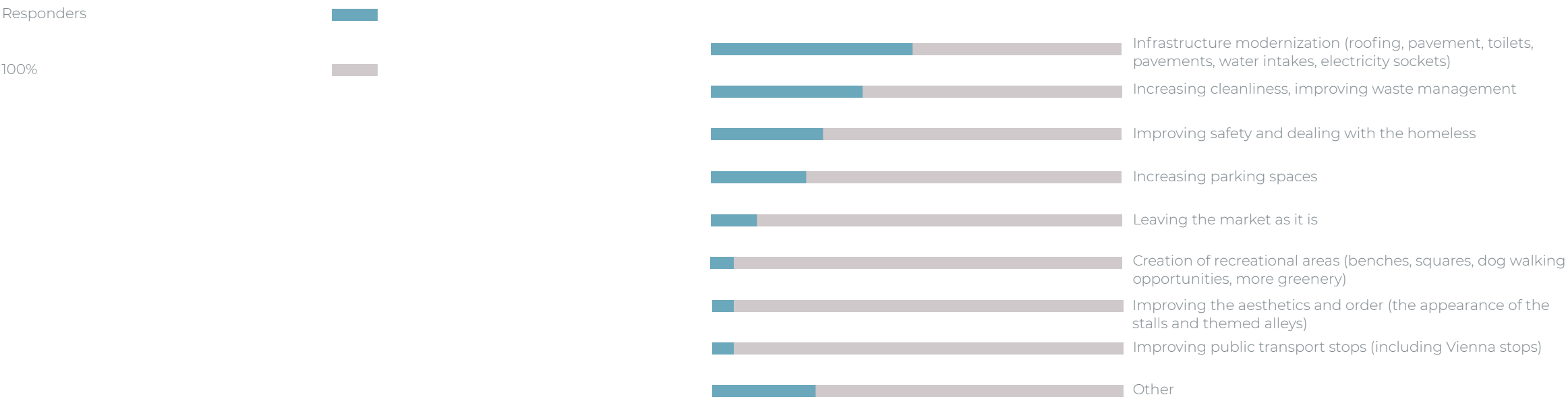


fig 38b  
Report of public consultations  
What other ideas do you have?

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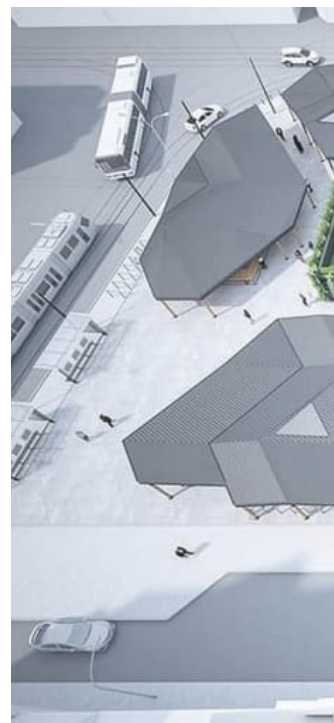
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fig 39  
Renovation of Rynek Jeżycki  
Rejected proposal from the city



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44 Schmidt, F. (2019)

45 Schmidt, F. (2019)

fig 40  
Woman selling jewellery



Interestingly enough, following this survey, the city already made an attempts to revitalise Rynek Jeżycki and presented several visions for its future (fig 39), but the response of the local community has not been positive so far:

“(…)Some consider the proposals to be inconsistent with the spirit and history of the place, which looks rather like the shell of a spaceship or the roof of a supermarket. Others indicate that the roofs will be very massive and overwhelm the square. Others still think that the market will be at great risk of heating up, especially as the roofs are not supposed to be covered with greenery, but rather with sheet metal.

There is also no certainty that the roofs will fulfil their most important function - protection against rain (…)”<sup>45</sup>

Based on my observations, and information that I presented so far, I believe the key does not lay in replacing the market with the new, modern version of the existing one. A few months ago I spoke to the woman at Rynek Jeżycki, who was selling some small jewellery. She complained a lot about how the things at the market are handled, about the rent and plans for the future. She pointed to me, that at recently modernised Targowisko Świt (another market site in Poznań) the rent is twice as high and the space became inaccessible for people like her. The renewal of the market sites raises a lot of fears and if not carried carefully, could disturb current social and economical structures. Hence, when talking about the renewal, what I am trying to do in this thesis, and what I believe is important for the city, is to start from understanding the markets structures, current activities, and relationships to see the potentials and provide new solutions which are actually needed.



ECONOMICAL

SPHERE



“An interaction between elements of a system can be boiled down to whether activity of one element increases activity of another element (positive correlation) or decreases this activity (negative correlation)”<sup>46</sup>

The positive correlation is the basis for street trade and is an important structure of the street markets in Poznań, or anywhere else. I already mentioned in the previous chapters, that this feedback loop can be considered a base for the formation of the social structure between the vendors and the buyers. The positive feedback is where the reputation of the seller is built up. The process of recommendation, which takes a big role in the creation of a consumer market, is very strong. According to well-known economist Paul Ormerod,<sup>47</sup> the popularity of a product cannot be explained by its objective attributes, but by features of social transmission which

has a character of positive feedback as well as product recommendation in social networks. Therefore, once thinking about the renewal of Rynek Jeżycki, it is important to maintain not<sup>48</sup> only its social but also economic structures.

What I need to ask myself is how to maintain the current structures, and at the same time, increase the variety of sellers? At this moment at Rynek Jeżycki, there are mainly vendors, re-selling someone else's products. What I am missing, and according to earlier mentioned trends, is accessibility to locally produced goods. This is also an element that plays a key role on the Targowisko in Pobiedziska, my initial market visit. The current setup responds to the current buyers, but how to increase the flexibility of this market? I see a big potential in the empty spaces as at this moment the market is not being used to its full capacity (fig 41a/b). This creates a possibility of transforming those spaces into flexible stands,

which could be used by occasional sellers. In this case, none of the current sellers has to be removed from the market structures. This would create a possibility for the local producers to have their spot in the city, increasing their sales range, without having to rent a permanent stand. Additionally, to make it easier, such producers could form cooperations<sup>49</sup> with two or three other sellers located nearby, where each of them could bring and sell products on the market by turns, which could also lead to tightening the local connections. Thus, by implementing such a solution, the market could strengthen the local supply chains and create an economical bridge between the city and its surroundings.



46 Wasilkowska, A. (2012), p.243

47 Paul Ormerod - British economist, author of several books. He has researched complexity, complex systems, nonlinear feedback, the boom and bust cycle of business and economic competition. (Wikipedia, 2021)

48 Ormerod,P. / Tarbusch,B. / Bentley,R.A. (2012), p.1-3

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Current market setting

Empty stands

fig 41a  
Rynek Jeżycki - current setup (concept diagram)  
Highlighting empty spaces as a potential for a change





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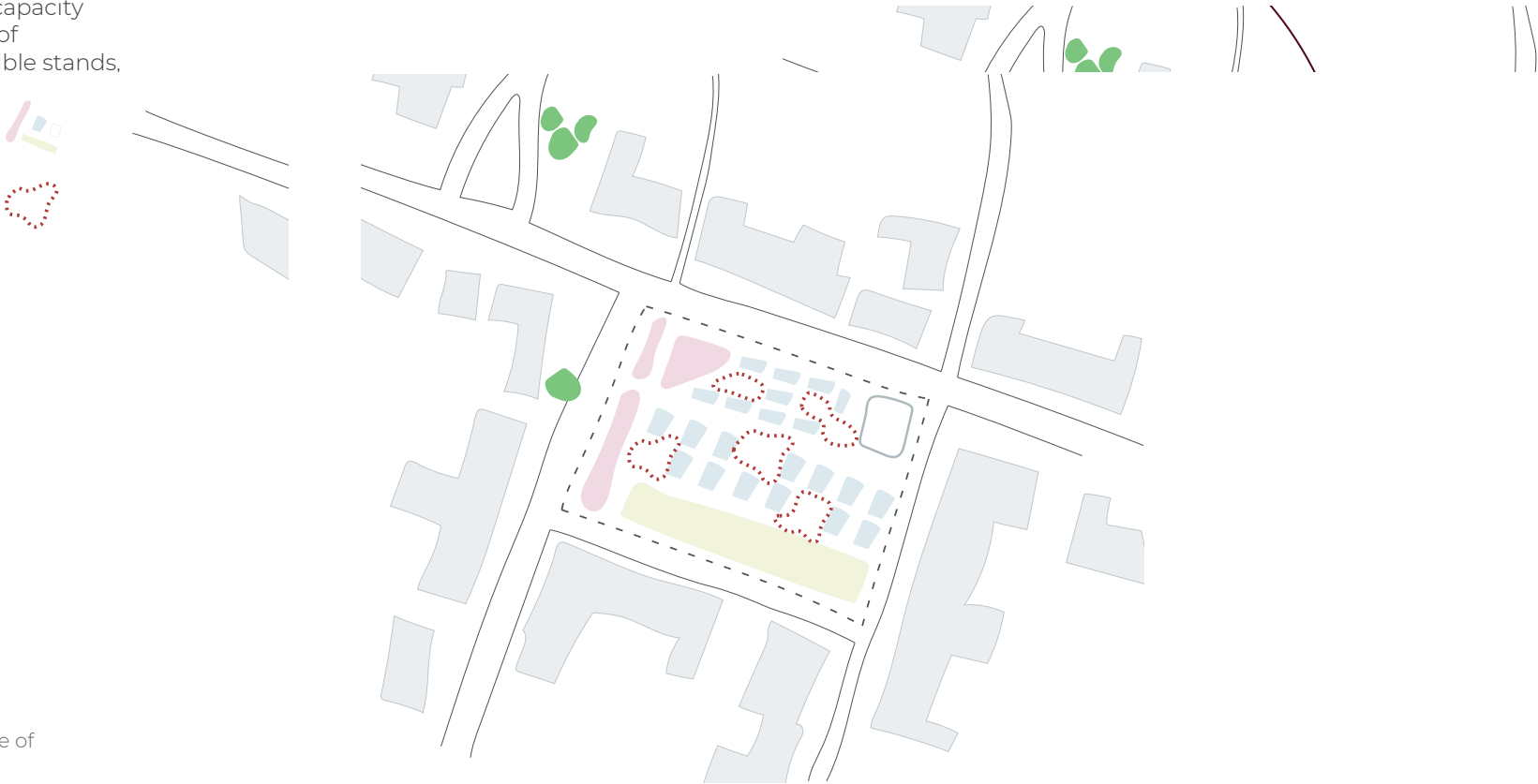
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Current market setting

Free zones

fig 41b  
Empty spaces as potential for a change  
Raising the flexibility of the space - making use of the free zones



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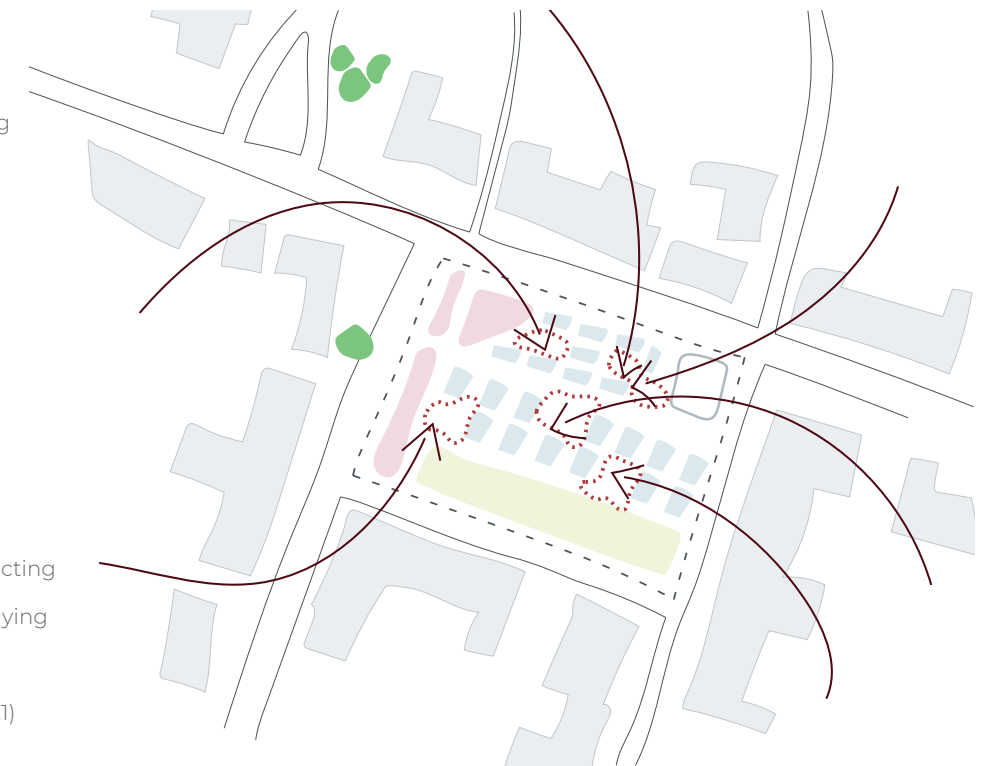
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fig 41  
Opening up the existing empty space for new activities and type of sellers

49 def: cooperation is a process of groups of organisms working or acting together for common, mutual, or some underlying benefit, as opposed to working in competition for selfish benefit. (Wikipedia, 2021)





But increasing the flexibility of the market is not only about bringing new people in, it is also about really including the ones that are already there. Older people in Poland, relatively often sell on the street products from their garden, flowers for example. It becomes an additional money source, as their pension is sometimes simply not enough to make a proper living. Additionally, I recently read a story of an older man selling his old books on Rynek Jeżycki.<sup>50</sup> Mr. Zenon, as that is his name, found a small space for himself among the other markets stalls. He was selling books for the price of approximately 80 cents. It is a great initiative, putting a 2nd hand products back on use. But the genesis of this idea was purely economical. Mr. Zenon is sick, and out of his pension, he could not afford to buy all the medications that he needed. For such a form of trade, the market felt like the most natural place to go. He has never been

a trader himself, he was put on the street out of necessity. Therefore, a very important factor for me, is how to make a marketplace inclusive for activities like this? Mr. Zenon comes to the market only 2-3 times a week, for older people that sell out of their garden, the sales also depends on the season. But such activity, among many more stories that I do not know, also brings another layer to the market, which connects directly to the shadow economy.<sup>51</sup> It relates to all the activities that balance on the edge of what is legal. I am well aware that I cannot control it all, and I dare to believe, that it should not be fully controlled. My goal will be to find a solution for including such sellers in the market structure. I do not have an answer how yet, but I will investigate that further towards the design process.

When thinking about a possible solution for economical inclusion, I started to wonder if there could be an alternative to the traditional paying system. I came across an interesting case study that gave me an idea for the possible introduction of a service/value exchange system. During the economic crisis in Argentina,<sup>52</sup> resulting in the bankruptcy of banks, where withdrawal of money became impossible, people were forced to activate alternative forms of exchange. For several months, every evening they put out tables on the streets and shared food with people unfamiliar with them, irrespective of cultural, class, and social divisions.<sup>53</sup> I believe in the potential of the service exchange, which in the case of the market could work on many levels. The vendors could obtain services, such as maintenance or cleaning, to the city in exchange for lowering the rent. Or the city could carry the campaign promoting the

markets, where vendors could contribute by sharing their experience and knowledge. Simultaneously, buyers could obtain services, such as help with unloading products or cleaning up, to the sellers in exchange for lower prices. I believe that the market being an economically flexible structure, where sellers set up their prices and make their schedules, there is a great possibility in building new networks, and it is definitely something to investigate further when I move towards the design phase.



fig 42  
Mr. Zenon  
at Rynek Jeżycki

50 Dąbkowski, B. (2018)

51 def: The shadow economy refers to all work activity and business transaction that occur 'below the radar' – economic activity that is undeclared and for which taxes that should be paid are not. (Market Business News, 2021)





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52 Argentine great depression (1998 - 2002)(Wikipedia, 2021)

53 Wasilkowska, A. (2012), p.177



ENVIRONMENTAL  
SPHERE



The sales activities which currently happen at Rynek Jeżycki already have a certain impact on the environment. One of the pillars of the marketplace is to provide access to cheap, fresh food. Hence, the diet of people who regularly buy on the market is driven by seasonal accessibility to the products and can have a great impact on their health. Next to the food, there is another interesting aspect, which is the loop of the 2nd hand products, such as books, clothes or other small items. Buying second-hand is not only buying at a lower price, giving access to certain items, which some people otherwise might not be able to afford. But thinking on a larger scale, it is about the greater impact on the sustainability and maintenance of products that are already here. It is about keeping and giving a new value to the items that still can be used by someone else, responding to broader issues such as mass production, over production, and waste.



Therefore, when thinking about the renewal of the market, it is important to keep a space for this kind of sale. What I noticed when walking through Rynek Jeżycki, but referring to the story of Mr. Znenon from the previous chapter, it happens very often that the sales of second hand-products are happening at the market because of such people. People which seek for products that still have some value, and looking for some extra income. The market is thus, a place for them to earn, but simultaneously, not necessarily intentionally, they make a small impact on the environment and sustainable living.

Despite the fresh food and second-hand products loop, I believe there is still more that could happen on the market in terms of the impact it could have on the environment. I have already discussed the location of Rynek Jeżycki, but I would like to zoom out and get back to what I already mentioned in the geographical sphere - the location of the market in the context of the city. More specifically, refer to the posed question from an environmental perspective; what would happen if every neighbourhood in the city had its own market site? (fig 44a) Keeping in mind the data that I presented in the previous chapters, the appearance of the market on the new site also increases the attractiveness of the area for other businesses. Therefore, a market can be seen as a catalyser for forming of a new centre points to their neighbourhoods, where everyone could have easy access to the products of everyday needs. It could not only have a great impact on the

health, concerning the point I made at the beginning of this chapter, but also would reduce the necessity for traveling to other parts of the cities for shopping-related activities. It could encourage people to skip their car trips to the supermarkets, in favour of more frequent walks to the local centre of their neighbourhood.

“Locally owned businesses make more local purchases — requiring less transportation — and set up shop in town or city centres which generally means less sprawl, congestion, habitat loss, and pollution.”<sup>54</sup>

Increasing the number of market sites in Poznań could have an influence not only on the accessibility for the people living nearby, but also for the local producers coming to the city, which I already introduced in the previous chapter. Having more market sites in the city would make it easier for the producers to find

their own space (fig 44b). It is not only due to increased capacity, but also accessibility dependent on their original production location, meaning that some market sites might be closer, or more accessible than others. (fig 44c) Hence, that could help to further strengthen the economical bridge between the city and its surroundings, making it a sustainable area supporting local production. But easy access is one thing, another is to realise the values of such products.

“Small businesses that select product based not on a national sales plan, but on their own interests and the needs of their local customers, guarantee a much broader range of product choices and price.”<sup>55</sup>

At this moment, the dominant sales of food at Rynek Jeżycki, are vegetables and fruits, with limited sales of products, such as cheeses, or

any other food preserves. But introducing small-scale, locally produced, lowprocessed food can have a further impact on the health of the buyers. Firstly, such sellers are directly responsible for their products, and they will always seek for the best quality to sell.

“Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know their clients, customers, and patrons.”<sup>56</sup>

From what I observed on my initial market visit in Pobiedziska, a good knowledge of own products leads to a longer conversation with the buyers and creates the sales system, which is based on understanding the needs of the customers. Such preference/knowledge-based sales plan leads to a better distribution of own resources and potentially lowers the production loss.



Rynek Jeżycki



Other marketplaces



New locations possibility

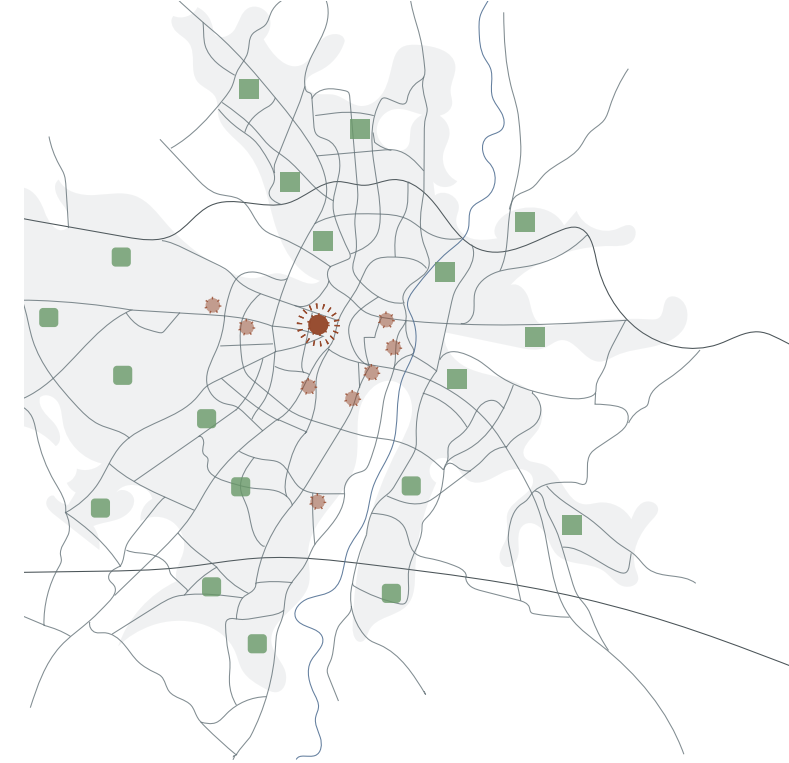


fig 44a  
Map of Poznań  
Existing and new potential market sites

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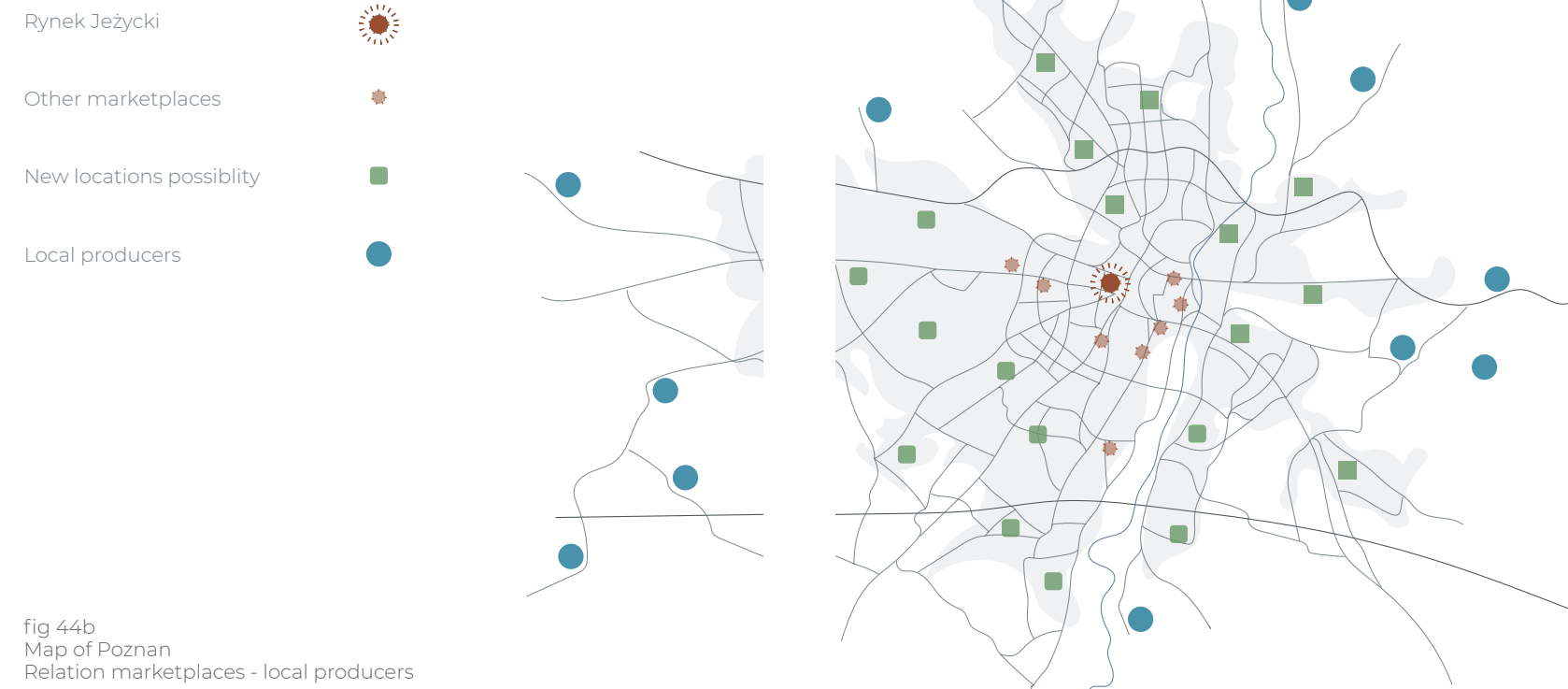
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"Locally owned businesses make more local purchases — requiring less transportation — and set up shop in town or city centres which generally means less sprawl, congestion, habitat loss, and pollution."<sup>54</sup>

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their own space (fig 44b). It is not only due to increased capacity, but also accessibility dependent on their original production location, meaning that some market sites might be closer, or more accessible than others. (fig 44c) Hence, that could help to further strengthen the economical bridge between the city and its surroundings, making it a sustainable area supporting local production. But easy access is one thing, another is to realise the values of such products.

"Small businesses that select product based not on a national sales plan, but on their own interests and the needs of their local customers, guarantee a much broader range of product choices and price."<sup>55</sup>

At this moment, the dominant sales of food at Rynek Jeżycki, are vegetables and fruits, with limited sales of products, such as cheeses, or

any other food preserves. But introducing small-scale, locally produced, lowprocessed food can have a further impact on the health of the buyers. Firstly, such sellers are directly responsible for their products, and they will always seek for the best quality to sell.

"Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know their clients, customers, and patrons."<sup>56</sup>

From what I observed on my initial market visit in Pobiedziska, a good knowledge of own products leads to a longer conversation with the buyers and creates the sales system, which is based on understanding the needs of the customers. Such preference/knowledge-based sales plan leads to a better distribution of own resources and potentially lowers the production loss.

Despite the fresh food and second-hand products loop, I believe there is still more that could happen on the market in terms of the impact it could have on the environment. I have already discussed the location of Rynek Jeżycki, but I would like to zoom out and get back to what I already mentioned in the geographical sphere - the location of the market in the context of the city. More specifically, refer to the posed question from an environmental perspective; what would happen if every neighbourhood in the city had its own market site? (fig 44a) Keeping in mind the data that I presented in the previous chapters, the appearance of the market on the new site also increases the attractiveness of the area for other businesses. Therefore, a market can be seen as a catalyser for forming of a new centre points to their neighbourhoods, where everyone could have easy access to the products of everyday needs. It could not only have a great impact on the

health, concerning the point I made at the beginning of this chapter, but also would reduce the necessity for traveling to other parts of the cities for shopping-related activities. It could encourage people to skip their car trips to the supermarkets, in favour of more frequent walks to the local centre of their neighbourhood.

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55 Sustainable Connections;  
why buy local? (2021)

56 Sustainable Connections;  
why buy local? (2021)

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When speaking about the sales system and food loss, there is another aspect that I would like to include in this chapter, which relates to the idea of introducing more service based activities to the market and possibility of keeping the food products from the market within the loop (fig 45a/b).

“Marketplaces lack services, e.g. restaurants, which would base their menu on products purchased at neighbouring stalls and which would serve as a bar in the evenings, thus extending the opening hours of the market and opening it to new customers”<sup>57</sup>

I believe that next to the potential restaurant menus based on the products available on the market, another aspect could be about using the food which was not sold and otherwise would go to waste (fig 45c). I witnessed a conversation once at Rynek Jeżycki when

a woman wanted to buy a vegetable, but the seller said it is not fresh enough, hence she did not want to sell it. It is because if something is not at its best quality, it might bounce back on the sellers' reputation. Therefore, what if the products which are not good enough for sales, could be used after hours as ingredients for collective cooking and meals, an activity supporting economical and environmental aspects, simultaneously strengthening local social connectivity?

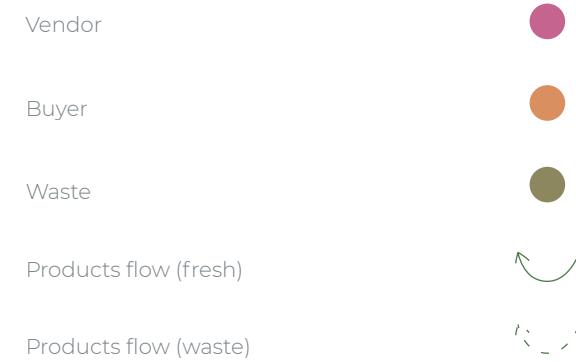


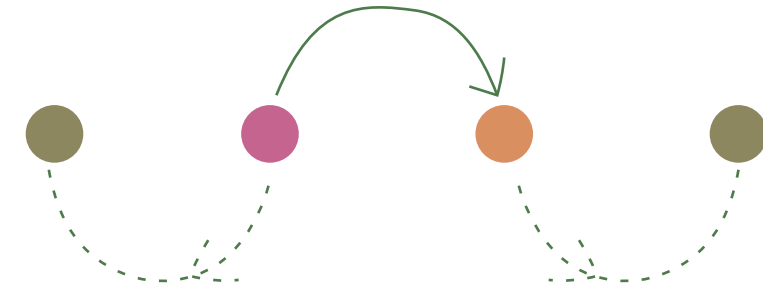
fig 45a  
Marketplace  
Products flows

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Vendor



Buyer



New activities on the market



fig 45b  
Marketplace  
Introducing new activities

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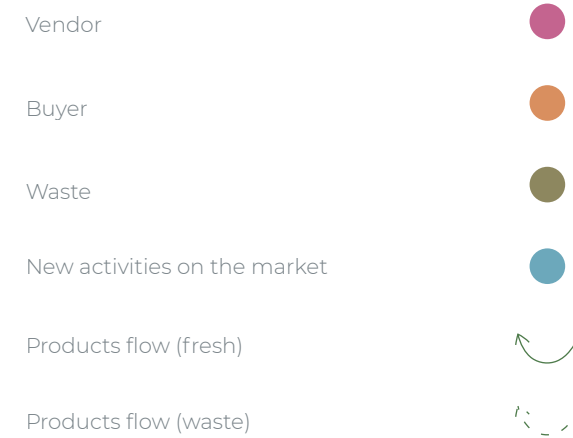
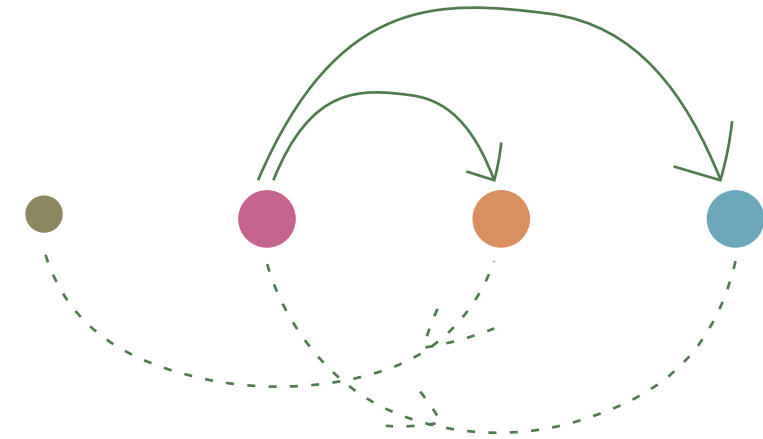


fig 45c  
Marketplace  
Products flows - new possibilities



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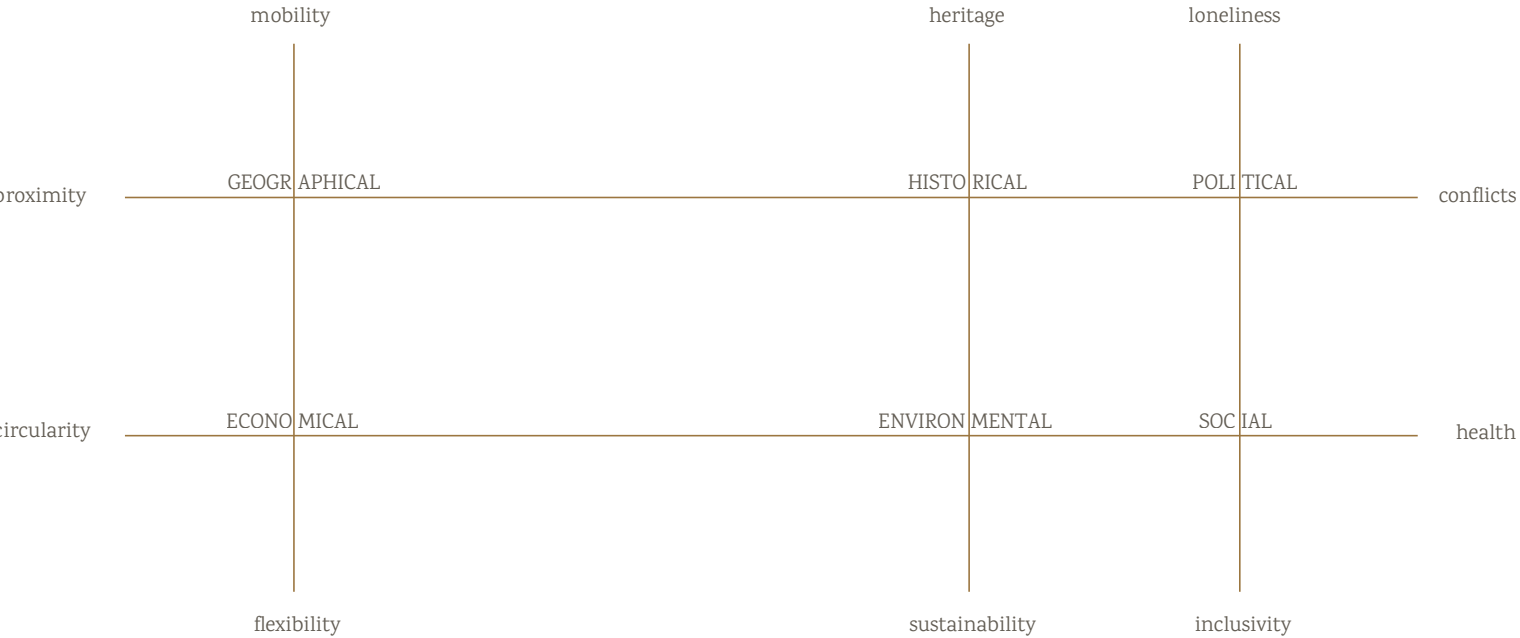


## CONCLUSION

The marketplaces are something more than just a space of trade and economic exchange. They appeared on the polish city's streets without a plan and became an essence of open organic growth. A compilation of collapsible tables, stalls, boxes, plastic cloths, cases, and carts became an inseparable element of the city's landscapes. This compilation of elements gave people space not only for informal economical exchange, but also became a space, which concentrates a large number of citizens within the small area, and gives them enormous opportunities to interact. People of any age, gender, race can find their moment of social interaction there, and feel like it is a place for them. Thus, something that might have happened by a chance, became a new economic, and social reality.

Over the years marketplaces in Poznań, such as Rynek Jeżycki grew into a very complex structure, becoming a crossing point of a variety of contexts and backgrounds, which I aimed to better understand through this thesis. What I came to understand is that Rynek Jeżycki is very inclusive and easily accessible on the outside, but it is difficult to approach from the inside. As Wasilkowska describes in her books, a bottom-up (market) approach is the one governed by chaos. And the chaos is difficult to grasp by the topdown (city), an official approach associated with the order. Only by analysing all the spheres,I could fully understand how difficult it is to respond to the position within this conflict. But despite the clash of both tendencies and different value system, I believe there are a lot of ways in which all can benefit from one another in order to emerge marketplaces from the city shadow. The city should start by adopting a positive attitude to spontaneous trading and recognise the benefits that it generates. The market should not be any more spaces of resistance, and open up for new ideas and possibilities.

fig 46  
From local approach  
- opening up to  
broader  
contexts / issues



By analysing the market through its geographical, historical, cultural, social, political, economical, and environmental spheres, I created a replicable framework for finding my position, balanced between what the city wants, and what society desires. A framework, which allowed me to open to the broader issues and relevant case studies, which I can take along with me as a solid base towards the design process.

I believe when dealing with any city shadow, the municipality and architects should come together to properly explore the complexity of a given element and provide a suitable solution. My role in this specific topic is to help and recognise the issues and values of the chosen marketplace in Poznań, in order to provide a spatial and non-spatial framework, that could continue to glorify this form of encounters in its specific context. By analysing Rynek Jeżycki through a variety of spheres, I got to understand the important connections that could be broken, if loose actions for the renewal are taken. I got to understand the importance of the economical and social structures, which should be both, maintained as well as improved. I believe that the capacity to adapt is among the most attributes of such a complex system, and I am certain that input of my architectural knowledge can be only beneficial in finding the right way to adapt Rynek Jeżycki to the city of today with perspectives for the future.

“Learning and evolutionary mechanisms are two basic mechanisms in which systems adapt themselves to the environment. In the learning process a system changes and ultimately becomes more functional in a particular environment. The evolutionary mechanisms include copying, mutation and natural selection.”<sup>58</sup>

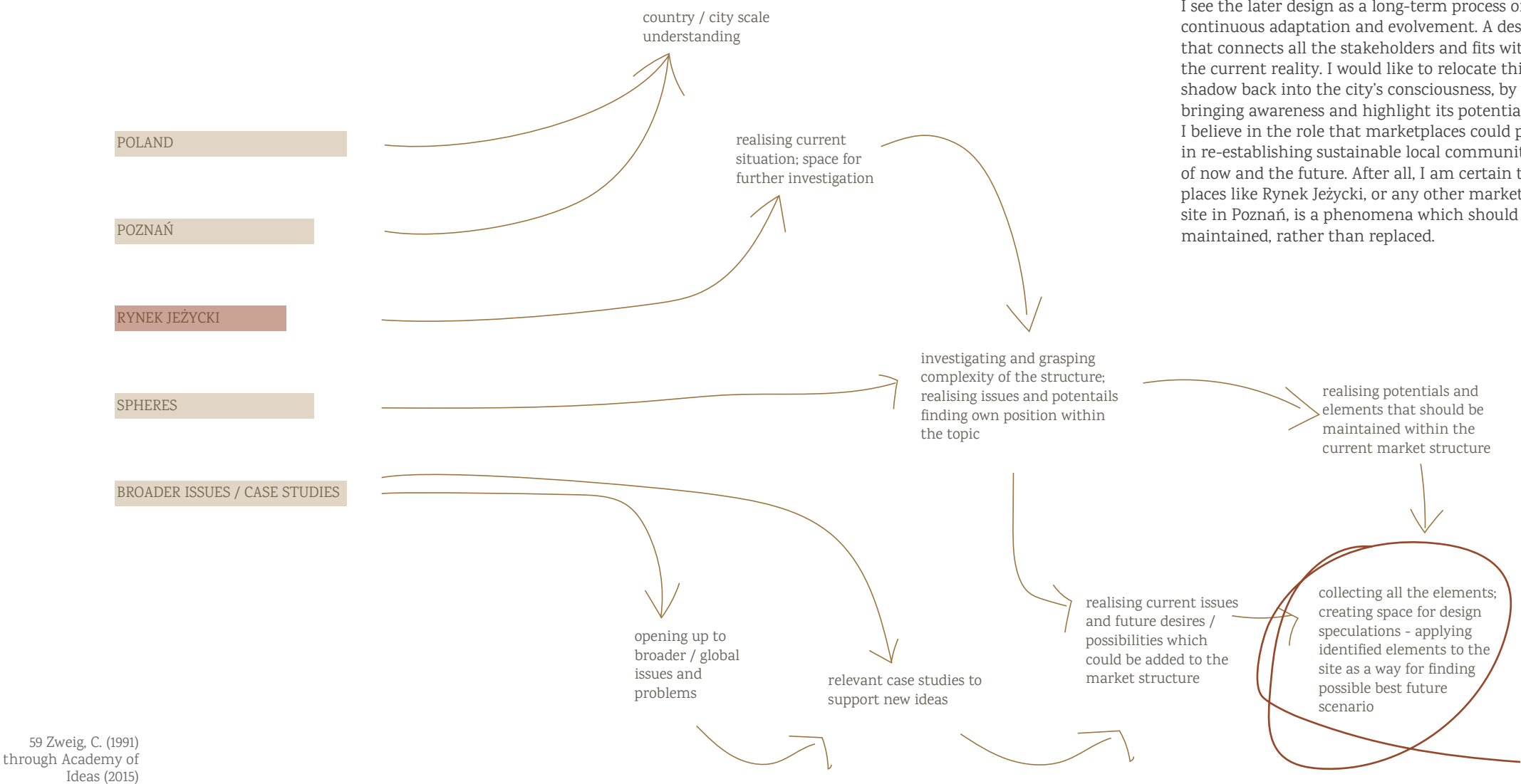
<sup>58</sup> Wasilkowska, A. (2012), p.256

Some questions appear in my mind after analysing all the chapters and realising what is worth perceiving, but also what could be still done. How to maintain the current structures and add to it? How fit things such as more parking, delivery zones, more greenery, a new type of sellers, services, activities, and much more, all within a restricted space of a market square, which I simply cannot stretch? I believe the key for renewal lays in the flexibility of space and my strategy for the design phase will be to compile all those elements and apply them into a series of design scenarios. I believe only then I will be able to realise what works and what does not, and in what form the renewed structure could come into life.

“The shadow, when it is realised, is the source of renewal (...) Hence no progress or growth is possible until the shadow is adequately confronted and confronting means more than merely knowing about it.”<sup>59</sup>

Referring to the quote from the beginning of this paper, if shadow space should be considered a place of renewal, there is a need for constant development and change. Therefore, I find it important to design a dynamic new system, framework, base, which people can build around, rather than duplicate an idea of a new, modern, still structure that has been already proposed. Why? Because I believe that a precisely determined proposal is unable to evolve with the city social development and react to the rapid, unexpected changes in people’s needs. And Rynek Jeżycki is like a living organism, which constantly evolves. Learning from its past, I could see how it was adapting to the changing reality over time. I believe, that now is the time to steer it, for the market to grow to its full potential.

fig 47  
Moving plan  
towards the design  
phase



Furthermore, the framework which I developed allows me to be aware, and keep its precious elements living. I see the potential for the future cooperation of all the elements, to create a new system which gives back all that the marketplaces an, and potentially could offer. I see the later design as a long-term process of continuous adaptation and evolvement. A design that connects all the stakeholders and fits within the current reality. I would like to relocate this shadow back into the city’s consciousness, by bringing awareness and highlight its potentials, I believe in the role that marketplaces could play in re-establishing sustainable local communities of now and the future. After all, I am certain that places like Rynek Jeżycki, or any other market site in Poznań, is a phenomena which should be maintained, rather than replaced.



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Social - own source  
Political - own source  
Economical - own source  
Environmental - own source



