

# PER IL MERCATO



SUMMER SCHOOL - MARKET SPACES, PRODUCTION SITES AND SOUND  
LANDSCAPE OF EUROPEAN CITIES. FROM HISTORY TO REGENERATION

PROJECT WORK- TEAM 1



CERQUIGLINI TANIA

DUIC MARIN

NUSSARA INTARABOONSOM

TONINI PIETRO

VIGNA CAROLINE

VIRGENS SILVIA CATARINA

# BACKGROUND

References to the Rialto Market can be found as early as 1067. However, the architecture is primarily from the 16th century, due to a fire that completely destroyed this high ground in 1514. Rialto was not only a market, but also a center of law and the historical heart of Venice. It still remains a place with its roots in the past.

Today, the thousand year old Rialto Market makes part of the cycle of over tourism and the tourist economy that is transforming the city of Venice.



“Now, I see the Venetian market dying before my eyes. It seems to me that we have to react against the indifference to the transformation of the city’s life”. (CALABI, 2020).

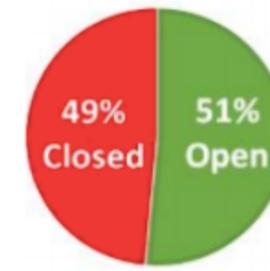
"A shrinking population of citizens and the proliferation of chain grocery stores in the city are decimating the fish and the fruit and vegetable markets at Rialto." (ROSENBERG, 2020).

# Rialto market: from city market to cultural heritage

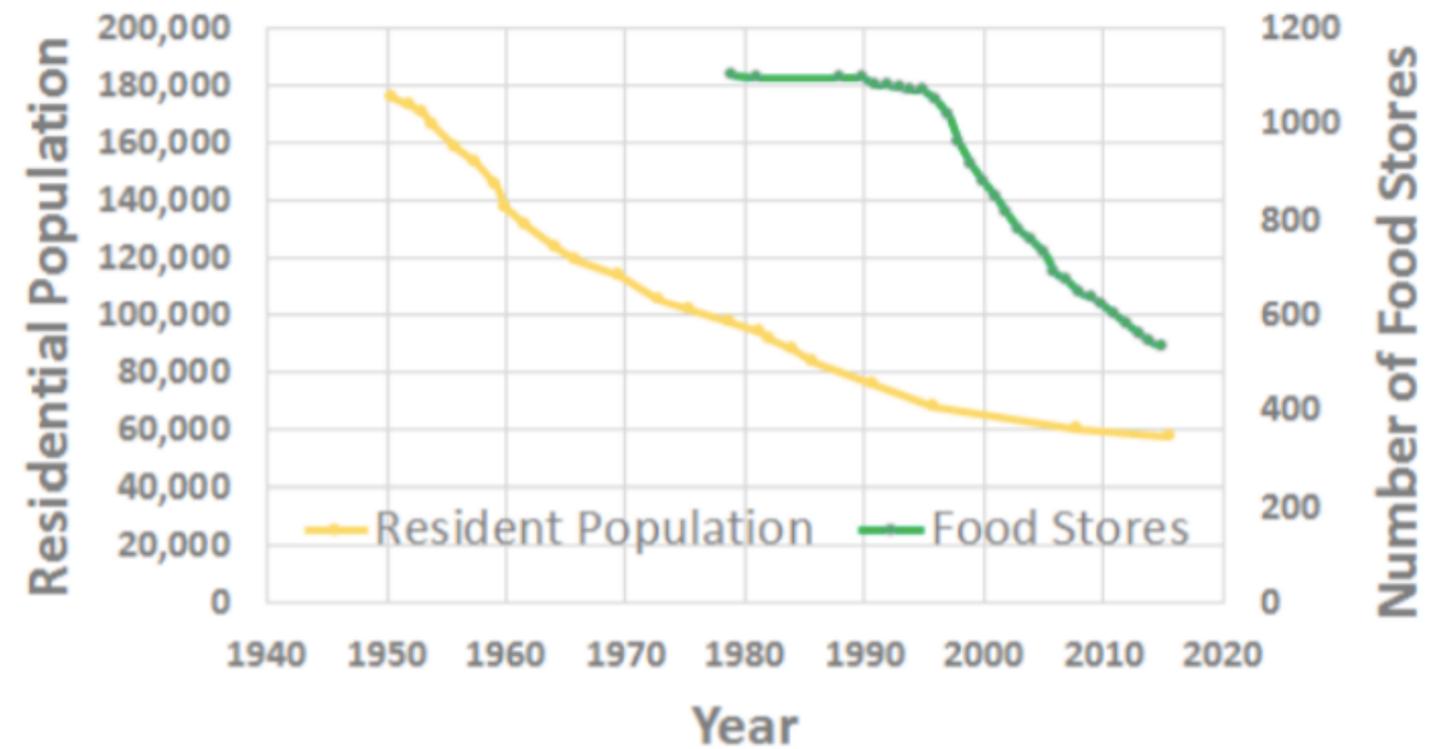


- Decrease of the importance and volumen of Local Market store in the historic city center;
- Decrease of number of number of users and Sellers;
- Huge contrast between public and private sector

# Decrease of number of Food Stores in Venice and ..

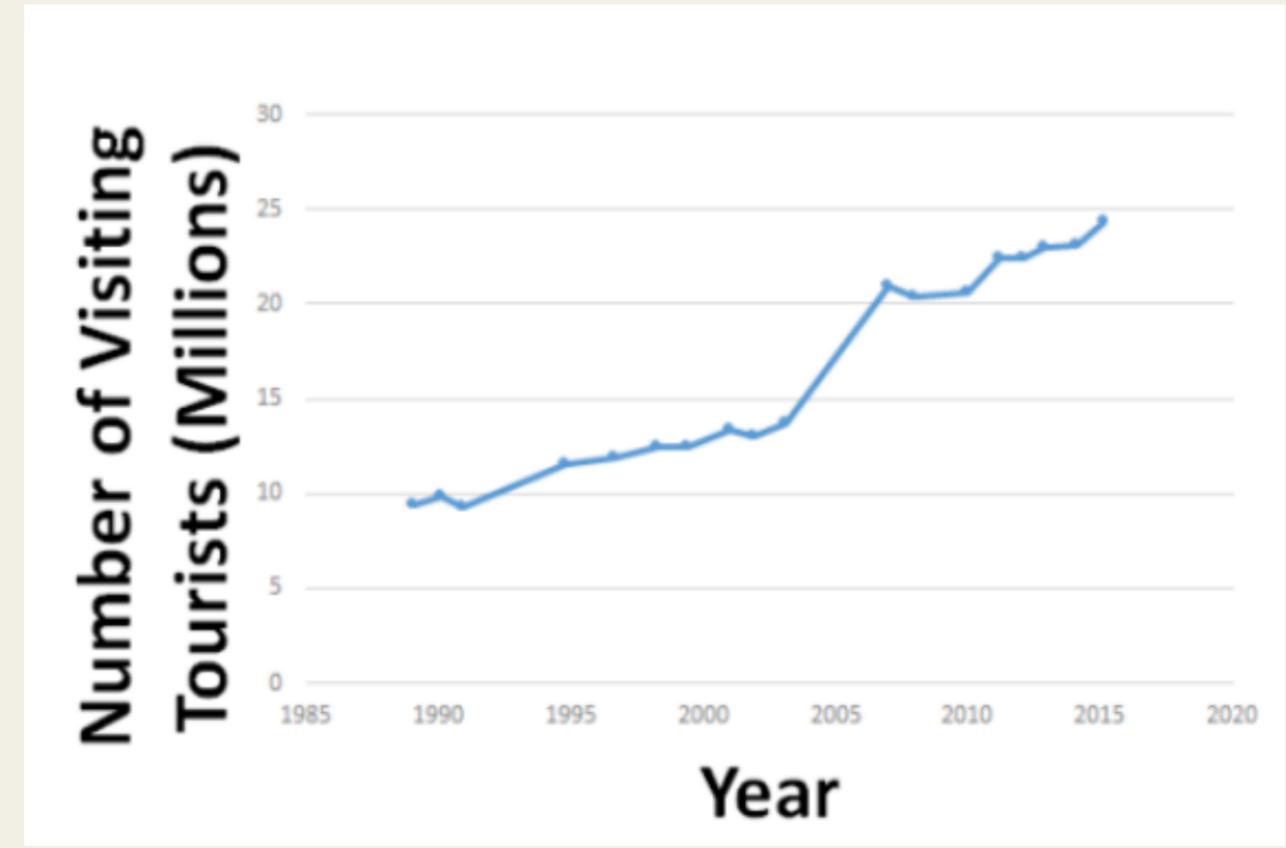
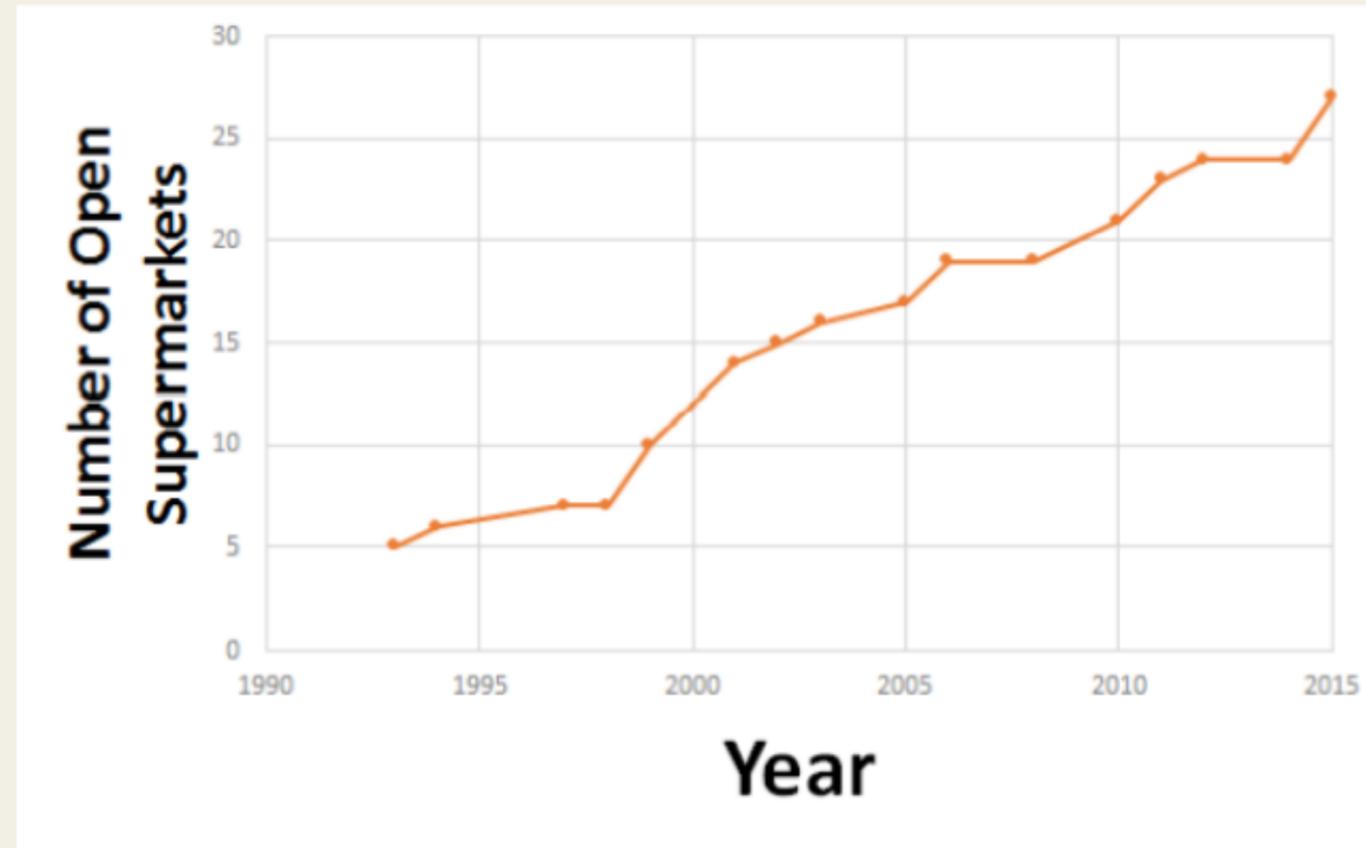


OPEN: 530  
CLOSED: 500



Source: Venice Project Center, 2018

# .. Positive correlation with over-tourism



Source: Venice Project Center, 2018

# DECREASE OF USERS AND SELLERS

**La crisi di Venezia travolge il mercato del pesce: "Qui un banco valeva 150mila euro, ora 20mila"**

di ALESSANDRA DEL ZOTTO



*Rialto è uno dei simboli di Venezia, da centinaia di anni snodo della vita commerciale della città. Eppure, oggi rischia di chiudere. Dei 18 banchi del pesce allestiti sotto le logge a inizio Duemila non ne sono rimasti che sei. "La vita di Venezia è iniziata qui. Se il mercato chiude, muore anche la città"*

Source: La stampa

**La pescheria di Rialto verso la chiusura dopo più di mille anni**

Venezia rischia di perdere uno dei suoi simboli: i pescivendoli erano 18, ne è rimasta la metà. Nel '90 un banco valeva 100 mila euro, oggi non si trovano acquirenti vendendolo a 12 mila



Source: Il Gazzettino

# STREET FOOD AT KMO OR MUSEUM?

Market of San Miguel, Madrid



HanseMuseum, Lubecca

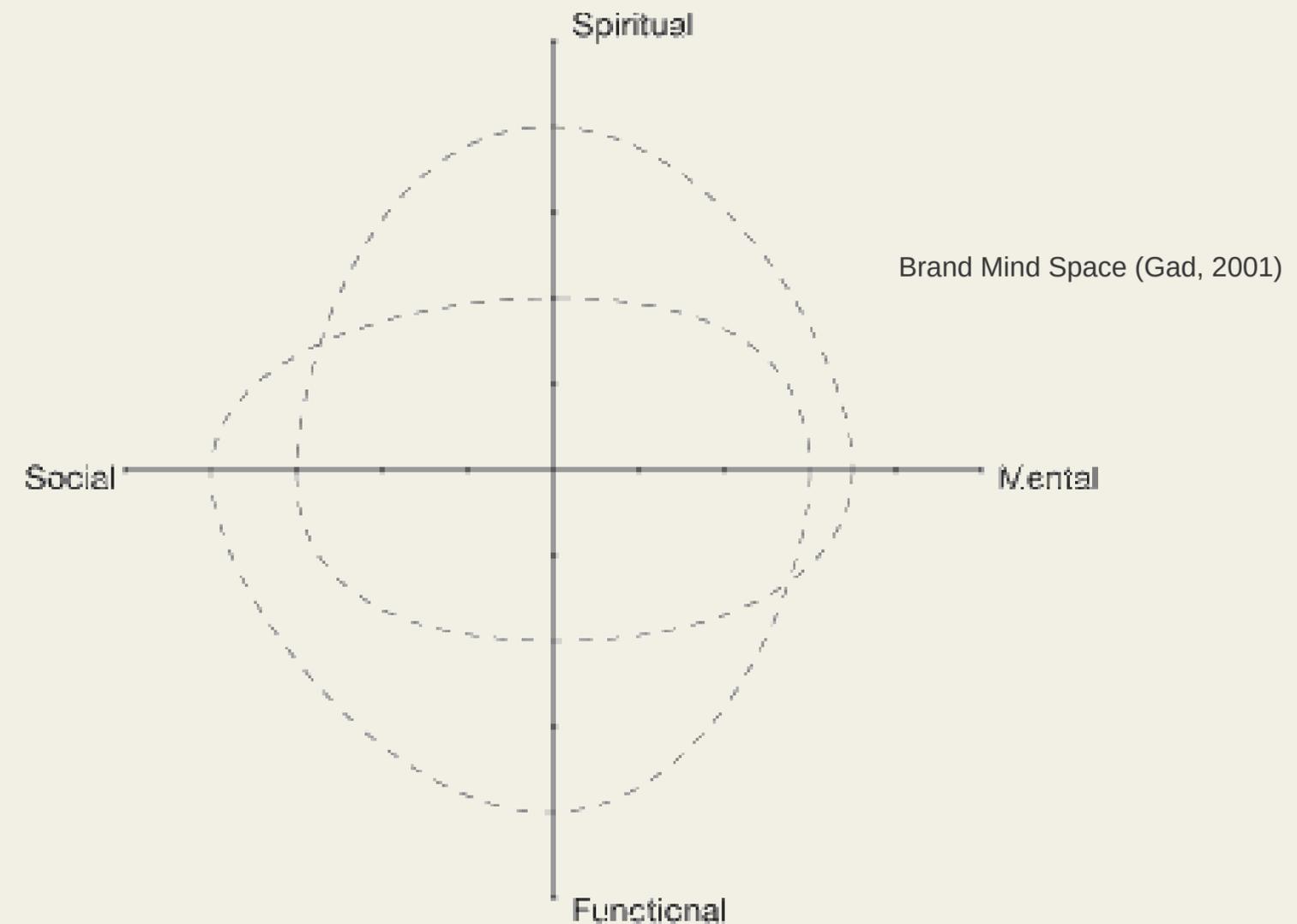


# PLACE BRANDING METHODOLOGY

## The 4-D brand model

This framework helped to:

- Understand the current situation
- Investigate the value of using the local traditional and cultural activities, as well as the architectural heritage, in re-building/re-design the Rialto market brand
- Develop the place brand strategies based upon tourists experiences



# 4 Dimensions Branding Model for Rialto Market

Dimension	Definitions
Functional	The perceived benefit of the place/Market
Social	To create identification with a group of people
Spiritual	Something you do for the "greater good"
Mental/Personal	Support a person's individual mentality



# 4 Dimensions Branding Model for Rialto Market



Dimension	Suggested Solutions
Functional	Commercial Activities
Social	Social events
Spiritual	Preserve culture by supporting Venetians artisans and traditional events
Mental/Personal	Personal hobbies

*A Successful Place Brand delivers consistent Brand Experiences*

# Weekdays After Hours at la Pescaria

- Workshops or events each weeknight led by local artisans
- Online sign ups
- The upper floor can be used for storage
- Increase local tourism and local artisanal sales

@rexluder



@mianivenetianjewelry



@book530

# P NEW R I M E T E R

12

The main focus of this project starts from a dynamic vision of the market in which rewrite new perimeters.

## MODULAR SISTEM OF FISH COUNTER

This solution makes it possible to use the market space even after closing time, so as to redesign temporal and spatial perimeters.

The fish counter becomes a flexible element, that can be modulate as a stage, a lecture, an outdoor kitchen setting.

# N ELEMENTS W

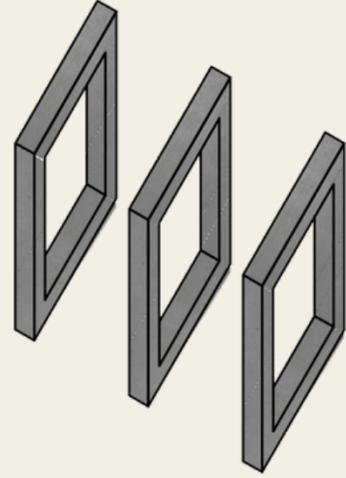


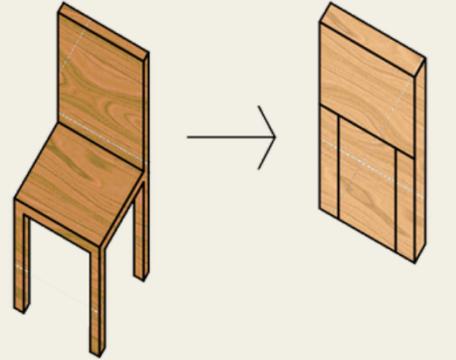
table support (legs)



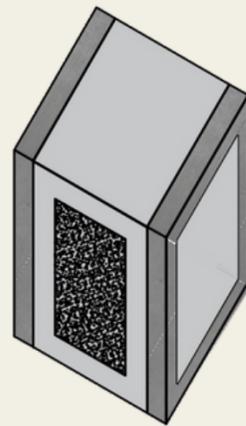
flat surface



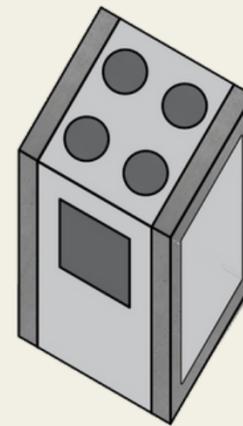
boxes for fish sale



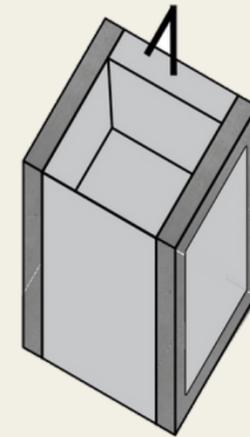
foldable chair



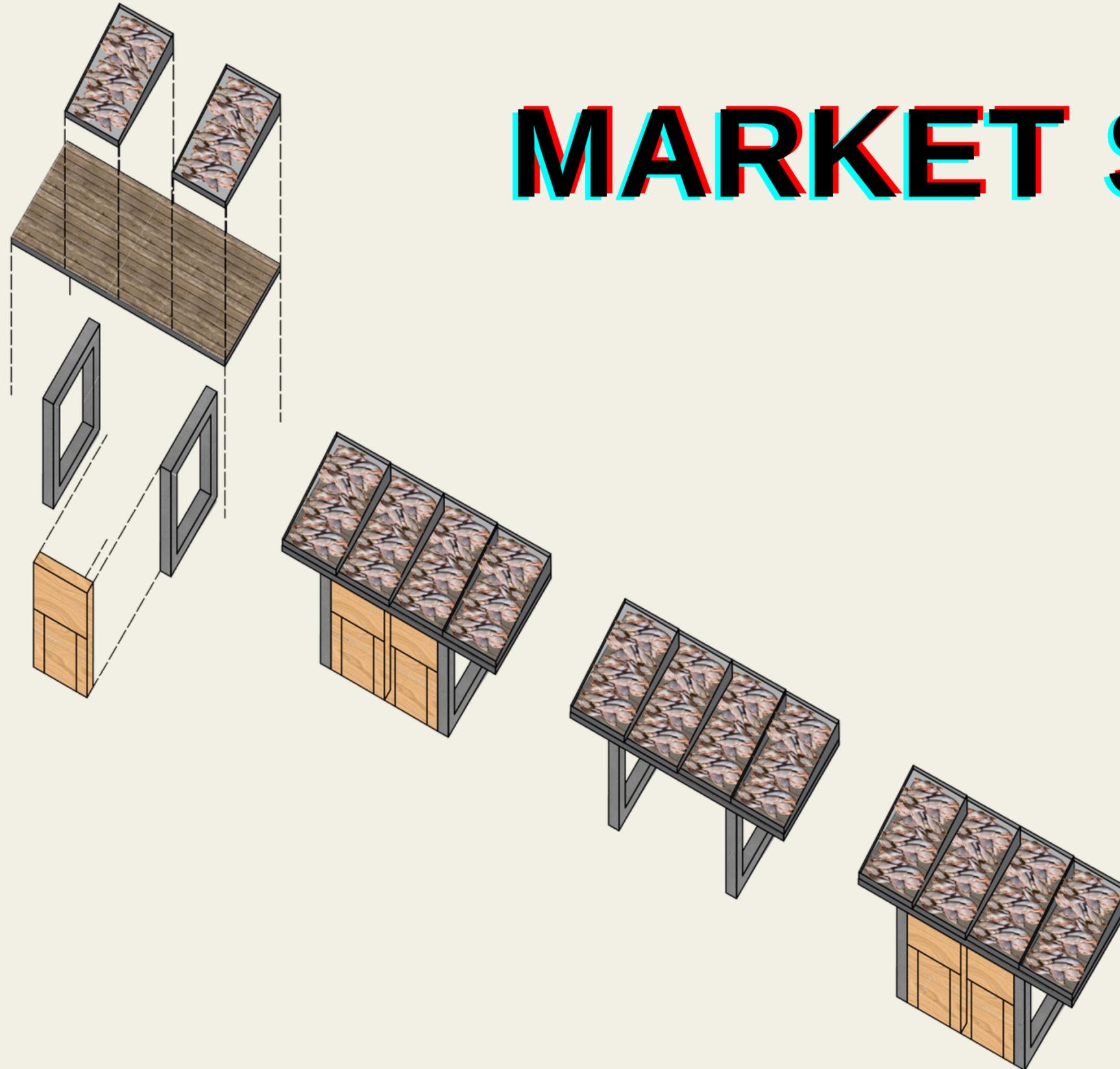
speaker module



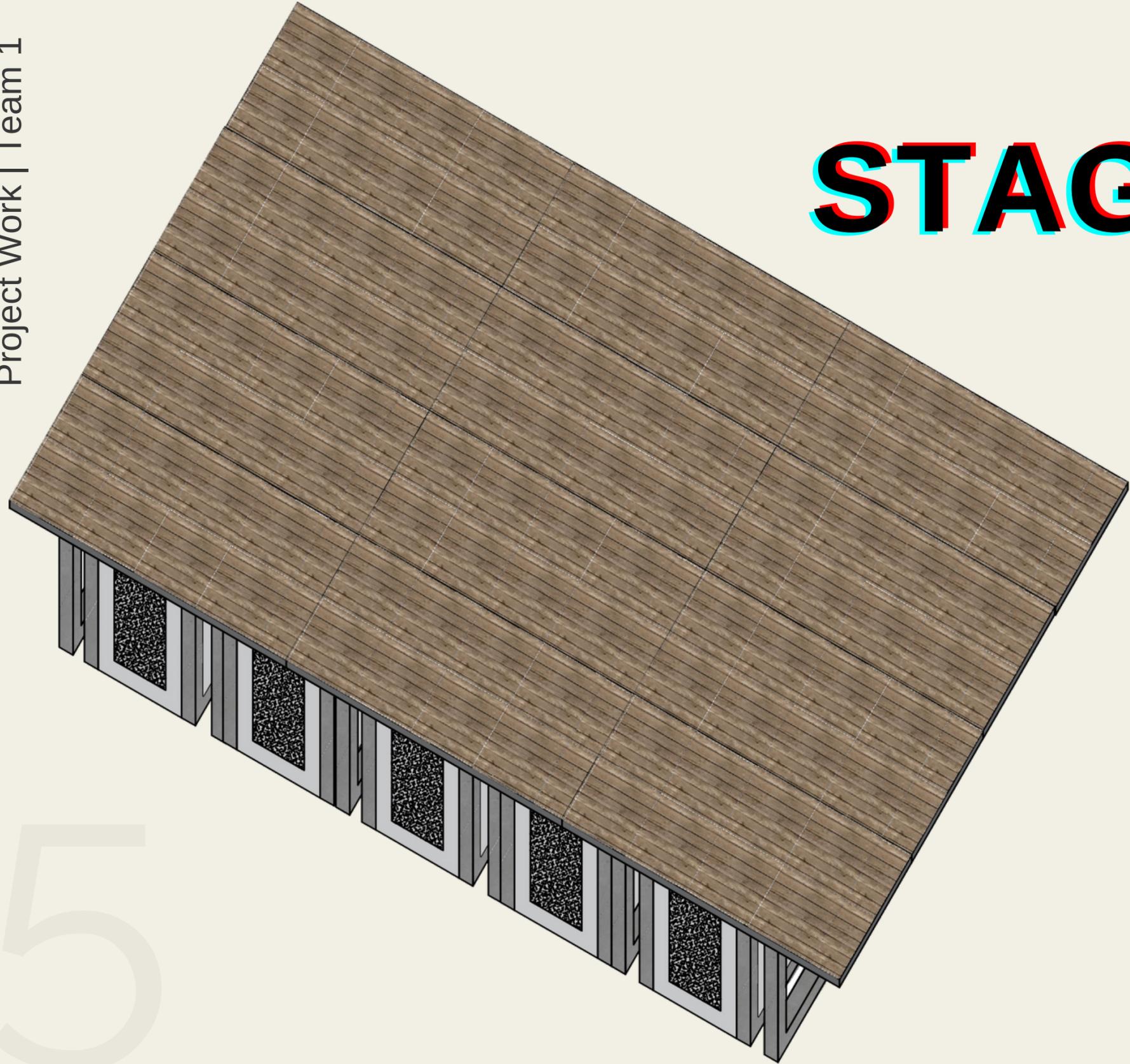
oven module



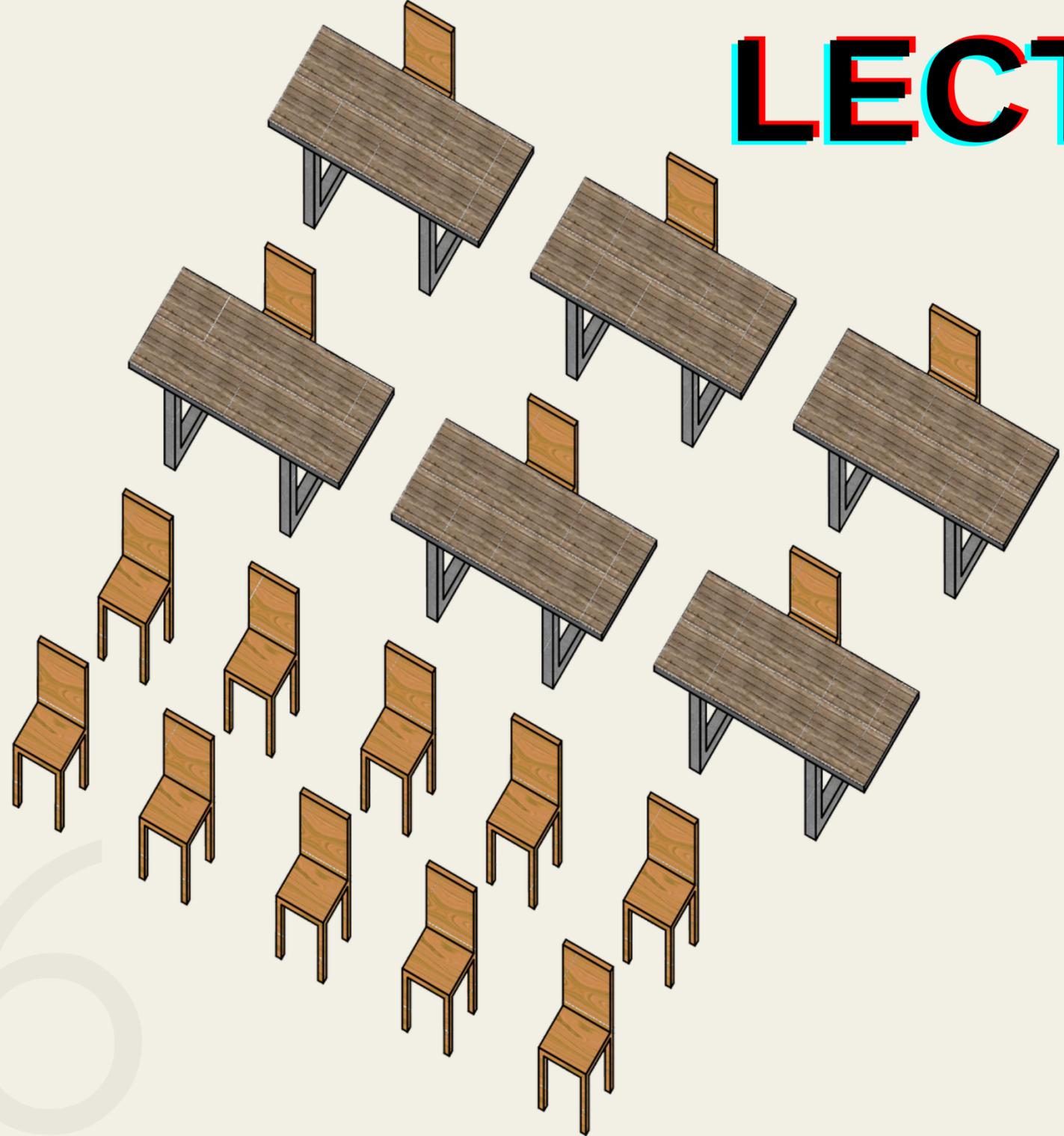
sink module



# N MARKET SETTING W



# N STAGE SETTING W



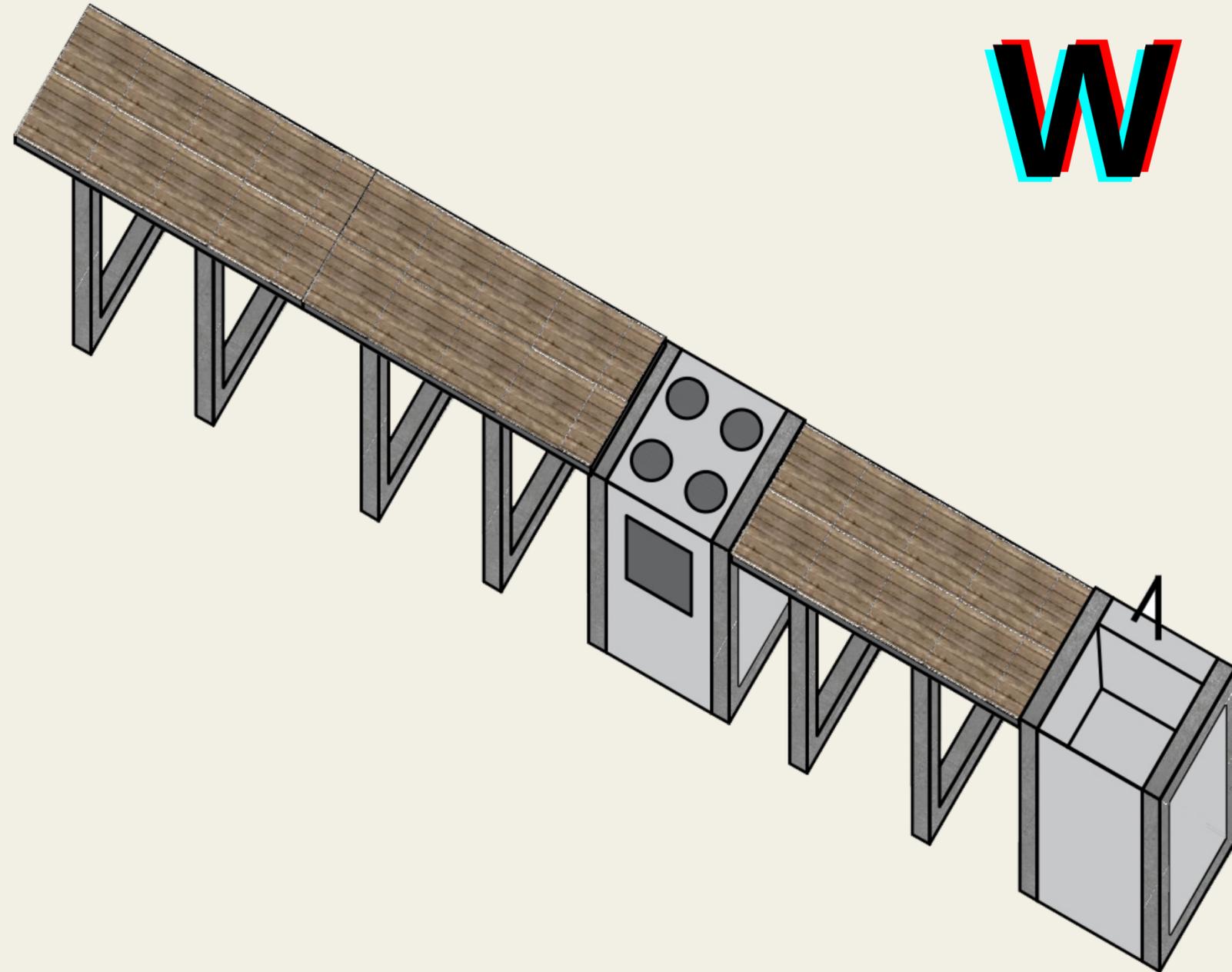
# LECTURE SETTING

N  
W

# OUTDOOR KITCHEN SETTING

N

W



# MARKET COMES OUT

The most relevant and ambitious **out come** is that the market **comes out**.

RECOVER THE PROXIMITY OF THE MARKET, HABITS.

This allows us to imagine new perimeters, in this case out of the market.

Recreate the culture of the market, transmit it through the iconographic image of the Rialto Market, replicated in the **recyclable bags** for shopping, in the **notebooks** to mark the list, In the **food paper** that was used to wrap fish.

# common market common use

The idea is that the market can come out of itself, spreading through objects that can tell its story in an immediate way.

Allow to **experience** the market.

One of these could be the classic recyclable shopping bags. For prints, reproductions it is possible to involve the arts and ancient crafts C.S.V. from Venice.



# common identity

20

An important and perhaps forgotten reference element for the fish market is the **food paper** with which the fish was usually wrapped. A tangible element of identity that can still be thought of today as a vehicle for knowledge and narration of the market.



# common identity

The **food paper**, used as a newspaper, as a guide or as a wrapper to take to the market to wrap the fish, can tell through its materiality and its diffusion some historical references of the market or fish or spread the events that will take place during closing times. It is an **inclusive** paper, intended for those who stay and live in the place, for the Venetians, but also for all the people who pass through it.

**per leggere  
per incartare il pesce**

ES €3.50  
IT €4.00  
FR €5.00  
GB €4.00  
USA \$5.99

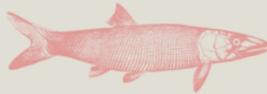
per chi sta  
per chi transita -

**questo giovedì alle 18.00  
evento musicale al  
mercato Rialto**

**this Thursday at 6.00 pm  
musical event at the  
Rialto market**

La chiesa de San Giacomo, secondo una leggendaria tradizione, viene considerata la chiesa più antica di Venezia, edificata poco dopo il 400 d. C., nel 421, al tempo delle prime invasioni. Probabilmente invece fu costruita nel 1000-1100, al sorgere del Mercato di Rialto, nato in quel periodo. Costruita nel cuore del mercato, serviva proprio come chiesa a tutti coloro che in questa zona lavoravano; testimonianza di questo suo particolare uso è l'iscrizione a croce del 1100, che si trova esternamente sulla parete dell'abside, che invoca il Signore e raccomanda l'onestà del mercante, l'esattezza dei pesi e la lealtà dei contratti

CAMPIELLO DE LA PESCARIA, 30122 VENEZIA VE, ITALIA / 2021







**per leggere  
per incartare il pesce**

ES €3.50  
IT €4.00  
FR €5.00  
GB €4.00  
USA \$5.99

per chi sta.  
per chi transita -

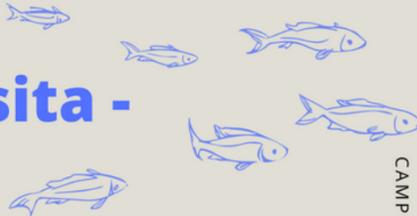
Nel 1173 un editto della Repubblica di Venezia informava i consumatori sulle taglie minime del pesce da acquistare, ponendo regole precise e severe. Un'antica targa applicata all'ingresso del mercato di Rialto indica ancora oggi la lunghezza minima per la pesca di alcune specie ittiche al fine di preservarne la crescita

In 1173, the Republic of Venice issued an edict for the fish trade at the Rialto Market, outlining strict rules that have remained almost unchanged in the Venice market. An old sign at the entrance specifies 12 cm for the seabass (today 25 cm) and 3 cm for the mussels, called peoci in Venetian dialect. Respecting the fishes' sizes also helps protect the different species, as it allows them to grow large enough to reproduce at least once in their lifetime.

LUNGHEZZE MINIME PERMESSE  
PER LA VENDITA DEL PESCE  
DELLE SEGUENTI QUALITÀ

BARBON TRIA SARDILLA SARDON } 7  
BRANZIN ORADA BENTAL COREO }  
SPARO BOTOLO LOSEGHET SOASO } 10  
LOREGAN MECLAYO ZELZEGATA }  
CONO SFOGIO PASSARIN ROVBO }  
BISATO }  
OSTREDA }  
PESCE } 6

CAMPIELLO DE LA PESCARIA, 30122 VENEZIA VE, ITALIA / 2021







"PER IL MERCATO" IT IS A PROJECT THAT TRY TO TRACE THE TRAJECTORY TOWARDS THE RIALTO MARKET. IMAGINING NEW PERIMETERS TO BE BUILT AND ABLE TO CROSS