Market places and the city
mutualistic symbiosis for a sustainable development

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“Despite the obvious differences between markets throughout the world, there is something universal about the way in which people from different backgrounds and cultures are brought together for the purpose of exchange, trade and socializing.”

**Abstract**

The purpose of this paper is first, to describe the role of market places in a Swedish context, second, to investigate how could market places catalyze sustainable development in a city located in a Swedish context, and third to analyze which are the strengths, weaknesses, opportunities and threats involved, that could facilitate or obstruct the influence of market places in the process of sustainable development in the context of a city in the Swedish context.

As some municipalities already started to do in the European context, market halls can be restored or some new ones can be built as vibrant centres of activity, which would complement the city centre and along with other facilities become one of the hot-spots on a city’s or town’s map as scholars point out. Constantly reinventing themselves, market places still keep some of their initial features that generated sustainable design through history. Nowadays, apart from market places for food, new types of markets appear on the niche, but which, as the old market places, generate sustainable development in the city in a different interpretation.

Reviewing the literature will provide a base for the research which will be further tested using a case-study strategy to answer the research question: *How can market places catalyze sustainable development in a mutualistic symbiosis with the city in a Swedish context?* In biology, when being in a symbiotic mutualistic relationship, two organisms of different species co-exist, each benefiting from the activity of the other (Reese, 2013: 190). The market place and the city could develop a symbiotic relationship, in which, both influence mutually towards a sustainable outcome.

After the research identifies and tests how could market places influence the four spheres of sustainable development in the city, a SWOT analysis is conducted to identify the strengths, weaknesses, opportunities and threats that could facilitate or obstruct the influence of market places in the process of sustainable development in a city.

The research will be relevant by adding to the previous studies, offering an understanding on how market places could influence in this manner and adding to the gap identified in the literature.

The research was carried out using semi-structured and unstructured interviews, observation and secondary data sources.
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Reading guide

Chapter 1: Introduction
The chapter puts forward to the reader the motivation, the problem statement, the research question and the aim of the research.

Chapter 2: Theoretical approach
Chapter 2 presents the theoretical approach for this research which focuses on three main concepts. The first one is the concept of the Swedish context for the market places and has as a base the doctoral thesis of Jenny Lee. The second concept is focusing on market places and their influence on the four spheres of sustainability, while the third concept is about market places and the city.

Chapter 3: Research design
The third chapter will present the general plan of how the research question will be answered. The chosen case study is indicated and its method of analysis is presented. The methodology of the thesis is further presented.

Chapter 4: Case study
Chapter 4 presents three market places as a case study in the context of the city of Karlskrona.

Chapter 5: Comparison
In this chapter a comparison is made between the theoretical framework described in chapter 2 and the examples that made up the case study. The chapter wishes to establish if the three market places are catalysts for sustainable development in the Swedish context according to the literature.

Chapter 6: SWOT analysis
The strengths, weaknesses, opportunities and threats involved in the mutualistic symbiosis for a sustainable development between the three market places of Karlskrona and the city will be identified in a SWOT analysis in order to find out what could facilitate or obstruct the influence of market places in the process of sustainable development in a city.

Chapter 7: Discussion and conclusion
In Chapter 8, conclusion on the research is given explaining how the research question was answered, followed by the relevance of this research, research limitations, but also recommendation for future research.
Introduction
1.1 Personal motivation

After my arrival in Sweden as an exchange student at Blekinge Tekniska Högskola, I tried to find a market hall from which I can make my daily provision, and to my surprise, there was none. Except for the open-air market that takes place in the center of the city in weekends, there is no other place where people can buy fresh products. Coming from Bacău city of Romania, which, for approximately 100,000 inhabitants, offers three market halls and other four open-air markets to provide for the population, I began to investigate why there is a lack of them in the Swedish context, finding out that economic and cultural differences are the main reasons.

While in Romania people prefer to shop for food in a market place because the prices are lower, with very few people putting an emphasize on the quality of the products, the Swedish citizens, since the birth of the big chains, started to choose them in the detriment of market places, for various reasons such as their long opening hours, accessibility or the shorter time allocated for shopping because of the self-service. But, after a quick search on the internet, I found out that market halls exist in the Swedish context, but they exist mainly in big cities, some examples being Hötorgshallen, Östermalms Saluhall, and Söderhallarna in Stockholm or Feskekörka, Stora Saluhallen, Saluhallen Briggen, or Kville Saluhall in Gothenburg. These markets are mainly offering food products and don’t sell other types of goods such as clothing, jewelry, artisanal products or art. One of the explanations for the existence of this market halls could come from the fact that populations of big cities are large enough and vary in taste, skills, needs, supplies to support variety to what it concerns retail trade, cultural facilities and entertainment, the standard co-existing with the strange and the large with the small (Jacobs, 2011: 158-9).

Fortunately, there is room for a change that already started in big cities but also in small ones, like the city of Karlskrona. After asking friends and professors, I found out that apart from the open-air market place in the city centre, in the small town of Karlskrona, a fish market exists. Moreover, there is also another kind of market place, a pop-up market, which is not selling food, but which is interesting to be visited if I fancy going to the market in search for small-scale, art or jewelry, different from the one found in the chain stores. Therefore, my interest began to spread, not stopping on investigating market halls or market places that only sell food, but also begging to consider other types of market places.

1.2 What if?

Imagine that you woke up in a Sunday spring morning with the sun entering your room shy through the curtains. It’s still chilly, but the day is wonderful for a walk! You decide to wander around and to go shopping for some groceries. You heard about this new market place near the city center and you decide to go there and afterwards grab a cup of coffee at your favourite café.

As you enter the market hall, you discover an oasis rich in images and smells. At one stall, the vendor is just arranging some fresh baked bread, while at another one, a man is glancing through some exotic fruits and greens. The silvery herring is fished out of the brine like in the old days, while the lobster cauldrons are steaming in front of the neat stalls. No one seems in a hurry. People seem quite content while strolling around the market. A vendor is giving advice to a lady about how to cook the meat that she just bought. A man with a funny English accent is approaching you to ask for a recommendation regarding the local food. You didn’t imagine that you would talk with a tourist this early in the morning!

After you pick up some fresh vegetables and a vendor’s Skälby sausage, brought from Kalmar and prepared with a touch of his secret recipe, you decide to stay in the market hall’s café to watch the people go by. This morning couldn’t have gone better!
Even though the imagined story only depicts a possible walk to a market place that sells food, the story could perfectly work for presenting a visit to other kinds of markets. Besides the sensory experience, the short story tries to describe how market places transgressed their role as places for selling and buying goods and became much more: social hubs, places for memory, “links between different realities” (Petrini, 2012: IX), venues for exchanging culture and knowledge, often being “the mirror of the local context in which they are immersed” (Petrini, 2012: IX), or acting as landmarks.

When reading about Jana Revedin’s Radicant methodology, what caught my attention is the third phase in which participatory design laboratories are installed “with the people by the people” (Revedin, 2015: 6). The phrase was first used by Yona Friedman (2011) as a title: “Architecture with the people, by the people, for the people” (cited in Revedin, 2015: 6). Places created with the people and by the people, more and more people requesting their presence, as in the open dialogue sessions we had during one course in the Master Program, for designing the former industrial area of Hattholmen, market places further work not only in people’s advantage, but for the city’s advantage as a whole, with an outcome in sustainable development.

1.3 Towards a sustainable city

Since Sustainable Development was defined by The United Nations’ World Commission on Environment and Development in the report Our Common Future as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987: 41), sustainability assessment is on the global agenda (Newman and Kenworthy, 1999: 1), urban planning having an important role to form the framework for a sustainable development on the levels of sustainability: economic, ecological and social-cultural. (Rogers et al, 2008: 23) Culture was defined by anthropologists as “the way of life of a people” (Mathews, 2002: 1) and even though the United Nations Millennium Declaration continued using three domains: economic, ecological and social, the cultural domain, in this paper, will be taken as a separated domain in accord to the debates over the last decade and my professor Jana Revedin’s view presented in the foreword of The Rebel City, stating that sustainable development concerns four spheres: ecological, social, economic and cultural.

1.4 Market places for sustainable development

In the last century, with the rise of modernity, changes have occurred on the different layers of human’s inhabited sites, with cities facing a manifold crisis of sustainability (James et al, 2014: 6). One of the main changes that occurred and had a strong impact was that more and more people started to move to cities and the number is increasing. As the United Nations puts it in their World Urbanization Prospects: The 2014 Revision, by 2050, more than 60 percent of the world’s population is expected to be urban (United Nations, 2014: 1). After cities were seen as machines, specialists re-shifted to a way of thinking that sees the city as an organism (Ellin, 2006: 152). In this view, markets can be seen as the heart of cities, being “in many cases the catalyst that initiated the process of urban development” (Black, 2012: 29).

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1 Friedman, Y. (2011) Architecture with the people, by the people, for the people. Barcelona: Musac/Actar. “In the introduction Yona Friedman explains: «I chose this title paraphrasing Lincoln’s definition of democracy, a definition that is just but seldom implemented»” cited in Revedin, J. 2015 The Rebel City: Radicant Design through Civic Engagement, Gallimard Collection Manifesto, Paris
With the rise of the supermarket, most of the market places in many Swedish cities have lost their place, becoming less important and making an appearance only on special occasions such as festivals or being preserved as traditional places with high prices for affluent people. People that still shop in market halls, choose them when they want to enjoy the atmosphere, buy something out of the ordinary or prepare for a special occasion, the market hall representing for them the exclusive, the extravagant and the festive (Lee, 2009: 316).

But market places are making a come-back in the urban landscape, being drivers for sustainability on all of the four levels, surpassing their main function as economical hubs, further influencing neighborhoods, districts and cities. In biology, when being in a symbiotic mutualistic relationship, two organisms of different species co-exist, each benefiting from the activity of the other (Reese, 2013: 190). The market place and the city could develop a symbiotic relationship, in which, both influence mutually towards a sustainable outcome.

In a return to nostalgia and a search for different values, as Jenny Lee puts it in her doctoral thesis, market halls for food could have a renaissance in a Swedish context, even though they would not stand as a general solution to all food consumption problems, but instead, they would be an alternative as a lifestyle choice and a way to express individuality (Lee, 2009: 316). People have a choice, more and more realizing that “the Ronald McDonald’s army is made, not born” (Carolyn, 2012: 6).

The term of foodie was first defined in 1982 by British style magazine Harpers & Queen and designated a person who distinguishes himself or herself socially using sophisticated culinary consumption (De Solier, 2013: 7). Nowadays, living in a century in which people pay more and more attention to what they eat, with already several years passed since food snobism and being a “foodies” are in fashion, shopping in a market hall was boosted because of its small-scale artisanal foods as both as food as a choice of lifestyle, with the urban middle classes using high quality and luxury foods as markers of their social affiliation (Lee, 2009: 26). Others choose to shop in a market hall because it represents the traditional, the market hall being emblematic of a sense of local anchorage or of a rural, more “natural” and authentic past, which can also be regarded as a simulacrum of community (Lee, 2009: 26).

As some municipalities already started to do in the European context, market halls can be restored or some new ones can be built as vibrant centres of activity, which would complement the city centre (Jones et al, 2007: 204). A wider variety of shops and services regarding catering and entertainment could be developed, making out of it one of the hot-spots on a city’s or town’s map. Going beyond the market places for food, the statements could further be applied to other forms of market places, with new forms of markets making an appearance.

1.5 The research question

Following the topic, the research question that arises is: How can market places catalyse sustainable development in a mutualistic symbiosis with the city in a Swedish context?

The main research question for this thesis is followed by four sub-questions that will help answering the main research question:

1. What role do market places play in a Swedish context?
2. How could market places influence the four spheres of sustainability?
3. How could market places influence a city?
4. What are the strengths, weaknesses, opportunities and threats involved that could facilitate or obstruct the influence of market places in the process of sustainable development in a city?
1.6 The aim
This paper aims to create a better understanding on how market places can become catalysts for a sustainable development through a mutualistic symbiosis with the city in a Swedish context. Furthermore, it will try to identify in a SWOT analysis what could facilitate or obstruct the influence of market places in the process of sustainable development in a city.
Theoretical approach
2.1 Introduction

Reviewing the literature will provide the foundation on which this paper is built, offering a good understanding and insight into previous most relevant and significant research on the topic and the trends that have emerged. The precise purpose of the reading will be to use the literature for identifying theories and ideas that will be further tested using data, this method being known as a deductive approach (Saunders et al, 2007: 61). The chosen method of reviewing is a traditional review, in which the material is selected in order to present an argument (Jesson et al, 2012: 76).

This literature review is conducted on an emerging topic, and aims, after setting the scene for the Swedish context of market halls selling food, to further present the published research findings in relationship one with another, but also divided on four concepts, with market places being tested on the four levels of sustainability: economic, social, cultural and ecological. Moreover, literature will be reviewed concerning market places and the city. This will enable the reader to see the idea of this thesis against the background of previous published research in the area. Along with tracing the influence of market places on the urban fabric, the literature review will look for answers for the first three sub-questions of the main research question that will be further tested through the case-study:

- What role do market places play in a Swedish context?
- How could market places influence the four spheres of sustainability?
- How could market places influence a city?

2.2 Theoretical concepts

2.2.1 The Swedish context for market places

“The market hall revisited – Cultures of consumption in urban food retail during the long twentieth century” is a doctoral thesis written by Jenny Lee at Linköping University that provides us with insights in the Swedish context of the market hall. The thesis presents three historical periods in the history of market halls in Sweden: the rise of the market hall, the decline, the return of the market hall. The thesis also presents three case studies from Stockholm, this city standing out in the Swedish context because was and is the biggest city in Sweden, because is the capital with trade as one of the most important aspects behind the sensational expansion around the 1900s, but also because it was the city
that absorbed impulses and influences from the international context in the nineteenth century (Lee, 2009: 17).

Part 1: *Dreams of modernity: the rise of the market hall* presents the birth of the market halls in the Swedish context taking the example of Great Britain, Paris and Berlin. Uncovered markets were replaced by market sheds and halls, being requested by the inhabitants and the vendors because of hygiene needs mainly, even though “the market halls in Sweden never became the roaring success that we saw in Great Britain, France, or the US” (Lee, 2009: 129). The author identifies as reasons a time lag, Sweden becoming urbanized later than most of the European countries and the US, a difference of scale, Sweden being a small country with emigration instead of immigration at the level of the population flow, but also because the city needed other infrastructural investments like parks, resulting in the reluctance of the city-council to spend money on big projects like market halls. Moreover, when the market hall tried to establish itself on the niche, the conditions were not favorable, having already delicatessen and grocery stores that served the clientele (Lee, 2009: 129-130).

The chapter provides insights on how the market halls appeared in the Swedish context, this being important for a further understanding of their decline, nowadays market halls not being a common thing in Sweden, but instead encountering other types of markets like open-air markets or fish markets, not market halls where you find gathered food, flowers and/or clothing. Moreover, the chapter has relevance when talking about a market place as a place for nostalgia. What do the people have in mind when trying to recreate or experience again the old market place? Even though the je-ne-sais-quoi of the market as an intangible element, seem to be what most customers value when shopping in a market place or when choosing one market place over another one (Lee, 2009: 247), one can shop in a market place for having the feeling of stepping back in time before the big chains dominated the urban landscape, this being what seems to be valued most when shopping in Östermalm, for instance (Lee, 2009: 248). Moreover, the author states that the idea of a market hall of the twenty-first century that seeks to recreate the market hall that was a hundred years ago is more “a question of imaginings than of historical factualness” (Lee, 2009: 302), people actually looking for “the atmosphere and style of the elegant grocery stores that were located around Stockholm from the late nineteenth century and onwards” (Lee, 2009:302), than the actual old not-hygienic market hall.

Part 2: *Dreams of rationality: the decline of the market hall* presents the introduction, evolution and triumph of self-service department stores and oligopolies over the market hall starting in the 1950s with modernism, with the US as a main source from where Sweden inspired, being also the favorite example concerning the food trade (Lee, 2009: 170). The change took course very rapidly, the author identifying as main reasons: Sweden’s strong actors on the retail market such as the cooperative retailers in the KF movement and the private retailers of the ICA movement and local politicians that endorsed their initiatives, the rising standards of living of the people that permitted them to own refrigerators and freezers to store for a longer period of time and to buy larger quantities, but also permitted the car-ownership that served to go to out-of-town locations to buy food at lower prices and in larger quantities. Even though Sweden has been very successful in rationalizing its industry, it lagged behind in the retail sector, but after observing the US, it caught up fast, resulting in the rise of the packaging industry to preserve the food more efficient, but also with an outcome in the behavior of the consumer “who learned to trust the package and its signs of safety and quality, such as the expiry dates of food” (Lee, 2009: 196) instead of the good name of the vendor.

When rationality seemed to have taken over, there has been a reverse in the situation with an increased interest in quality associated with authenticity and nostalgia, “the small-scale craftsmanship of the market hall was the new black” (Lee, 2009: 197). The market hall started slowly to get out of the shadow in the late 50s, triggered by a newspaper article posted in 1956 that featured a portrait of Östermalm market hall, celebrating its atmosphere and architecture, in order to keep it from demolition and a further replacement by a subway station. In a search for small-scale, more authentic and more
genuine ways of life, but also personal touch while shopping, the way for market halls to return 70s, was cleared. Even though the return of the market hall was a gradual process, not one with radical breaks, the year of 1973 was chosen as the end of its decline, corresponding also to the crisis of the boom period in the postwar era (Lee, 2009: 314). Part 3: Dreams of nostalgia: the return of the market hall mainly presents the case studies of Östermalm, Hötorg, and Söderhallarna, the three existing market halls in Stockholm, each varying in architecture, history and character.

The first of the three, Östermalm, is located in the upper class district with the same name and mostly provides food for the upper class citizens that inhabit the neighborhood, but also for some tourists that search for Swedish products such as moose meat or for products from their home country. As described by Lee, “Östermalm market hall upholds an air of tradition, authenticity, and venerability”, being “the only market hall preserved from the first era of market halls [in Stockholm]” (Lee, 2009: 49). The second market hall, Hötorg, has its location in the city center, with few residential buildings around, being characterized by the author as having the most international character out of the three market places, with shoppers and merchandise from all over the world, also attracting a diversified clientele (Lee, 2009: 50). Söderhallarna, the most recent market hall from the three, is a market hall located in a commercial center, being one of its main attractions among other facilities (Lee, 2009: 50).

The third part provides material for further analyzing how market halls could determine a sustainable development, each of the market halls being different and having different impacts on the urban fabric. Moreover, the chapter offers insights on the behavior of customers and vendors, with the market hall of the twenty-first century offering “a type of interaction between a refined, cultivated vendor who has knowledge, style, and courtesy, and a customer who knows quality, appreciates the fine things in life, and strives for a pleasant experience” (Lee, 2009: 302). The decline of rationality came with a rejection of the consumer society with a desire for small-scale, the natural, and the non-consumerist. Experience shopping was what shoppers desired and searched in small specialty stores and market places that managed to survive against the emerging hypermarkets, discount stores, traffic and service stores, market halls acquiring “an almost iconic status as the temple of food” (Lee, 2009: 302) and also managing to “reinvent itself over and over again” (Lee, 2009: 302).

2.2.2 Market places for sustainable development

2.2.2.1 Market places for economic sustainability

The most prominent function of market places is the economic one. Even though, “economically speaking, markets are among the least efficient methods of food distribution and retail” as List (2009) puts it (cited in Black, 2012: 4), municipalities invest in them, as those in the UK, trying in this way to retain and enhance their function (Jones et al, 2007: 204), with a similar outlook for the future in Swedish towns and cities (for instance, municipalities in Stockholm and Gothenburg invest in their market places and even create new ones, like Kville Market Hall inaugurated in 2013 in Gothenburg).

Market places, support the local economy and empower and offer autonomy to the citizen, and even though it can be tough to compete with the supermarkets or the other entities on the niche, as one farmer told Rachel Black, the author of Porta Palazzo: an anthropology of an Italian market, by being a vendor in the market place he is his own boss, having the possibility to decide his own price. Furthermore, even though there are difficulties to confront, he couldn’t imagine living any other way, stating that the market is part of himself and his farm (Black, 2012: 174).

From an economic point of view, we can talk about a different type of commerce practiced in the market places, one based on personal relations, reputation and social interaction between the vendor and the customer. For instance, meant to create a bond of obligation that ties the two actors together, as Mauss (1950) describes it, a gift is usually given by the market vendors to the shoppers,
consisting in a few extra products, but also taking the form of an advice, a recipe or extra time for explaining the products. When the gift is offered, a show is performed by the vendor, with the shopper giving back their appreciations, and sometimes, even buying extra products because they are overwhelmed by the situation (cited in Black, 2012: 86).

This different type of commerce can be also seen in traditional forms of distribution that hold their own charm in the market places of today, shopping over the counter, receiving personal advice or permitting the luxury of allowing things to take time, qualities that supermarkets tried to copy in their stores and service, but not succeeding in copying them all (Lee, 2009: 318). In the market place economical exchange is made with a lot of personal contact, a technique that the big stores started to adapt during the 1970s and 1980s in order to please the customers, by adding more manual counters in the stores with their popularity varying and depending on the general state of the market, the target group, and the location of the supermarket in the overall consumption landscape (Lee, 2009: 318-319). The customers desire expert knowledge and genuine, authentic interactions with a human counterpart (Lee, 2009: 202). The vendor and the customer establish a personal relationship, which, once established, is maintained by continual reassertions (Lee, 2009: 240-241). Moreover, “the vendor, who sells a commodity, a service, and an experience, and is paid for this, has to make the greatest effort to uphold the relationship” (Lee, 2009: 243). In her doctoral thesis, Jenny Lee presents one social interaction between a vendor and an old lady that happened in Östermalm market hall. After the lady finishes her shopping, the vendor pats the old lady on the shoulder and asks about her health, performing in this way an emotion work (Lee, 2009: 241).

Through jokes or small-talk, mainly centered on food, a semi-personal, semi-professional relationship is establishing between the two parts, the relationship requiring a setting in which there is time to develop such a relationship, a meeting on a regular basis with the same vendor, in a space where the shopper can locate the vendor, that also permits chatting, this differing from the big retail chains (Lee, 2009: 243).

Being part of an experience industry, in the market places, apart from a commodity, a service is also sold attached to it, vendors sometimes referring to this as a total concept that is offered to the customer, who has no wish impossible to satisfy, pleasing him being the key of success of one’s business (Lee, 2009: 255).

More and more town and city centres with their heritage features have been promoted and marketed by local authorities in the UK as tourist and visitor attractions (Jones et al, 2007: 208). The phenomenon is similar in Sweden, this being easily seen on municipalities’ websites. For instance, Karlskrona, where the case-study is conducted, promotes its asset as an European planned naval base and its other architectural attractions, the city gaining The World Heritage City status in 1998, visitkarlskrona.se, the city’s website for branding itself, presenting that “everywhere you go you can see evidence of this.” Market places can influence the economy of cities through branding and tourism, creating an attractive city and, thus, bringing people from outside the city, inside, this being, historically, one of the most important functions of the market (Black, 2012: 30).

“Tourists and visitors may be looking [in market place] for example, for distinctive and/or traditional local goods, organic foods, a range of quality craft products, jewelry, leather goods, antiques and collectibles and specialist clothing” (Jones et al, 2007: 208), but also they can look for tasting local or exotic foods in markets (Black, 2012: 133; Lee, 2009: 207), with food being used more and more by cities in the creation of a new city image and the perceived need for an urban infrastructure that caters to “the new creative classes”(Lee, 2009: 206). Even so, considerable attention should be paid not to go for a Disneyfication of market places as they become leisure sites (Black, 2012: 179), but to preserve their...
character and not to be transformed into “a consumable object that becomes just a shell of local culture” (Black, 2012: 175).

2.2.2.2 Market places for social sustainability

Meeting places in cities, market places can be compared to plazas, parks and boulevards on a social level, creating social cohesion and a sense of community. The market place continues to act as a public forum where market-goers discuss politics, current events, or just about any other topic, among themselves or with the vendors, this public space bringing together such an important cross-section of a city’s population (Black, 2012: 38-39).

In a time where social gathering tends to be increasingly associated with private spaces and consumption (private homes, bars, cafés, and malls) (Black, 2012: 172), market places remain a public shared space for interaction, where people are thrown together. They remain places to meet friends and strangers, places where you can see and be seen, people loving the sight of other people (Jacobs, 2011: 49).

The market place acts as a public theater where different actors perform in a carnivalesque atmosphere (Black, 2012: 76). Vendors’ calls are one form of performance, but also various group scenes where roles are constantly interchanged and passed by if actors leave (Black, 2012: 76, 163).

“Markets are places where identities are contested and formed” (Venturi et al, 1977: 9 cited in Black, 2012: 8). After her experience as a worker in a market place, Rachel Black states that the market place showed a part of herself that she wasn’t aware of, going beyond her personal comfort zone and being able to communicate with all kinds of people (Black, 2012: 21). In the Italian context presented in Black’s anthropology, market places can sometimes be “a minefield through which the shopper must navigate gender stereotypes, body image issues, class identity, and financial insecurity”, where comparisons and relations are constructed, shoppers, sometimes, feeling the need to justify their purchase because the market place offers windows into their private lives, mirroring their personal choices of lifestyle (Black, 2012: 66).

With a possible interpretation as part of an identity project, food bought in the market hall is one way of displaying who you are, consumption being crucially about the negotiation of status and identity which coincides with the practice and communication of social position (Lee, 2009: 230). Moreover, customers refer to shopping in a market place as a lifestyle choice, thus “as a way to show who you are, how you live, and how you perceive and present yourself” (Lee, 2009: 232-233).

Who are the consumers in the market places? They are classified into tourists, occasional shoppers, habitual shoppers or the people who are “just looking”, or the leeches as they are described sometimes, consuming the atmosphere but never contributing to commerce, who can be interpreted as enhancing the experience of others (Lee, 2009: 230). The social world of a market place is presented with age, gender and occupation of the consumers varying from pensioners looking for social interaction, immigrants looking for tastes to remind them of home, the ordinary citizen that pays attention and wants to know what he eats and where does it comes from, to young people, artists or hipsters who might find the market place as opposed to modernity and consumerism. Cited in Lee’s dissertation, the division of the members of social worlds is made by Unruh into four categories: strangers, tourists, regulars, and insiders, and can be further applied to market places. Unruh further explains the role of each member: the stranger is necessary to the group because it represents the “other”, a point of reference against which the rest of the members can identify; with only occasionally involvement, entertainment, profit or divertissement the tourist is kept committed by these elements; even though the regulars have a higher degree of commitment, the insider is made responsible for the future of the social world, by recruiting new members and orchestrating the life of the social world (cited in Lee, 2009: 238).
2.2.2.3 Market places for cultural sustainability

Being described as “links between different realities” (Petrini, 2012: IX), market places connect and establish realities between the city and the surrounding areas or between the city and other exotic places, but also between contemporary times and the past, evoking memory, being also “remnants of the past lodged in the hearts of modern cities” (Black, 2012: 8).

It is the point where different cultures intersect, the market place acting as an educator when new foods are introduced, distributed and discussed and where shoppers learn how to prepare them (Black, 2012: 30). This could be further applied to other types of markets. New products and ideas can be tested in market places, whilst the big chains usually sell and promote what was already tested.

An interesting aspect from Rachel Black's anthropology, that could make the Italian context different from the Swedish one is that of the market place as a gateway into the city for the migrants who came to Torino mostly for working at the growing factory of Fiat, the neighborhood and the market becoming “a home away from home”, seeing there familiar faces, people that spoke in dialect, food from home, with socializing being acceptable and usual public behavior, whilst in other areas of the city they were less welcome or sometimes even discriminated against and discouraged from settling in the area (Black, 2012: 42).

Markets can evoke a sense of place, connecting people with foods and crafts of a specific geography, history and culture. They are integral, living heritage sites, that, “unlike museums and monuments, are in constant change and are central to the livelihoods of thousands of people in a city and the surrounding countryside” (Black, 2012: 10).

In his well-known book on the McDonaldisation, Ritzer (1996) “indicated that we are moving towards a homogeneous world culture where there is not space for difference” (cited in Roos et al, 2007). A new culture is arising, one that comes from the consumers’ craving for authenticity, people that shop “increasingly desire products that express their unique, personal identity” (Kim et al, 2010: 133), the market place having a potential for unique and authentic products and experiences.

Market places sell and promote local over the global, not only with foods, but also other soft goods. In the case of Slow Food, nowadays becoming a worldwide phenomenon, an important role is played by the local as opposed to the global, the movement criticizing ‘foods without identity’ and those produced by large corporations (Roos et al, 2007).

2.2.2.4 Market places for ecological sustainability

One of the reasons for going to market places, emphasized both by vendors and customers is the supply of supreme quality foods, in the case of food, good products being associated with products that are perishable and thus fresh and natural, whereas durability that presupposes preservations or chemicals to make the food last longer, defines the bad quality (Lee, 2009: 253).

Thus, market places can stand for ecological sustainability, securing the health of users through its fresh and organic products. In the case of non-food markets, if the products are crafted or designed by local crafts men or artists they can be made from ecologically friendly materials.

“Going to the market is an experience that makes an impression on all the senses” (Black, 2012: 54), the market place, like an eco-system, living and changing along with its sensory experience through the seasons by the goods sold. A market could supply products according to the seasons, eating according to the seasons being considered a form of gastronomic competence.

With both rights and responsibilities, consumers are viewed nowadays as active agents, that in order to act ethically, “need knowledge about where the food comes from, the story of how it is
produced and how production affects other people, animals and the environment” (Coff, 2005). Market places act ethically and help informing the consumers regarding the products purchased.

2.2.3 Market places and the city

The literature does not offer a lot of information on how market places exactly influence the urban fabric. Historically, all cities have had markets, and formed around them, a city not being able to exist without one, even though a market can exist without a city, with the possibility of existence outside a village or in other locations (Black, 2012: 29).

Markets were in many cases the catalyst that initiated the urban development by creating central nodes in the commercial and social fabric of the city, becoming in this way important central places in cities (Black, 2012: 29-30). Market places act as one of Rossi (1982)’s primary elements in the city, participating in the city’s evolution, like Palazzo della Ragione in Padua, one of Rossi’s examples in The Architecture of the City of propelling monuments.

Market places can play an important part in revitalizing public places in cities, the Government of UK, more recently, realizing this aspect and stressing on the importance of seeking to “retain and enhance existing markets and, where appropriate, re-introduce or create new ones” because “covered markets can make a valuable contribution to local choice and diversity in shopping as well as the vitality of town centres” (Office of the Deputy Prime Minister, 2005: 13). It is a place that brings a great flux of people, city dwellers, farmers and other traders, or tourists, all meeting and interacting in this place. “Historians often use market records as an indication of the social and economic health of a city” (Black, 2012: 37), market places being able to generate urban prestige. In history, a well-run market granted that the city was economic prosperous and that population could access good food supply, with higher probability to be in good health, this generating prestige because it meant that the local-government was able to manage a complex civic institution like the market place (Black, 2012: 37). Moreover, when the city of Stockholm aspired to modernity, with a desire for a more urban feeling, market halls together with parks, boulevards and squares were the public spaces that were taken into consideration for improvement, further generating a new Stockholm (Lee, 2009: 57, 75).

2.3 Conclusion

2.3.1 Important aspects summarized

After the review was conducted, a conceptual framework was formed from the theoretical framework which will become the foundation of this study. With a focus on the Swedish context, this literature review has identified what literature says about market places and sustainability and market places and the city. Along with tracing the influence of market places on the urban fabric, the literature review looked for answers for the first three sub-questions of the main research question and identified the following answers.

In a Swedish context, market places occupy a small niche. In the literature, ideas that a further renaissance would happen for the market halls, exist. With a slight later “birth” than in most of the European countries and a decline in the post-Fordist era, nowadays the context is set for their rebirth.

Concerning the four spheres of sustainability, the following answers were identified. Economic sustainability catalyzed through market places can be summarized in four main points. Market places support the local economy; empower and offer autonomy to the citizen; offer a different type of commerce than the one offered in the big chains, a commerce based on personal relations, reputation, social interaction, shopping over the counter, receiving personal advice or permitting the
luxury of allowing things to take time, expert knowledge, an experience industry; but they can also influence the economy of cities through branding and tourism.

Social sustainability catalyzed through market places can be summarized in the following main points. Market places are meeting points in cities, a public shared space for interaction; create social cohesion and a sense of community; act as public theaters where different actors perform in a carnivalesque atmosphere; are places where identities are contested and formed; are places for displaying who one is, how one lives, and how you perceive and present yourself through shopping as a lifestyle choice; create small, distinct social worlds matching the division into: strangers, tourists, regulars, and insiders made by Unruh.

Cultural sustainability catalyzed through market places can be summarized in the following main points. Market places are “links between different realities” (Petrini, 2012: IX); are points where different cultures intersect; act as educators when new products are introduced; can evoke a sense of place, being integral, living heritage sites; have a potential for unique and authentic products and experiences; sell and promote the local over the global.

Ecological sustainability catalyzed through market places can be summarized in the following main points. Market places secure the health of the users through the supply with fresh and organic products made from ecologically friendly materials; could supply products according to the seasons, reducing in this way the distance food has to travel; act ethically and help with the formation of the active agents.

Concerning market places’ influence on the city, a glimpse in the literature offered the following directions: market places can influence a city as the catalyst that initiated the urban development; they can be “primary elements” (Rossi et al, 1982) in the city, participating in their evolution; they can be elements that revitalize public places, bringing a great flux of people; they can be indicators of social and economic health; or they can be generators of urban prestige.
2.3.2 Gaps

When searching for literature, various studies of different types of market places around the world were encountered, neither of them testing their capability of becoming catalysts in the process of sustainable development. Books, journals and web sources present features that could make out of markets the perfect candidates as catalysts for sustainable development, but neither presents them in such a manner.

Concerning the Swedish context, except for Jenny Lee doctoral dissertation that concerns market halls that sell food, other studies could not be identified. This has been a major limitation and constitutes a big gap to be filled.
Research design
3.1 The purpose of the research

The research is intended to be carried out in the sector of sustainable urban design and planning, with a focus in sustainable development, providing insights on how market places can take part in and influence this process, developing a mutualistic symbiosis with the city, in a Swedish context.

3.2 Research nature

The study will have a descripto-explanatory nature, combining the descriptive method with the explanatory one. The descriptive part constituted by the theoretical framework represents a forerunner to the explanatory research and will provide a clear picture of market places in the Swedish context through a theoretical approach and direct observation, the part being conducted prior to the collection of data.

The choice for an explanatory study was made because explanatory studies establish causal relationships between variables (Saunders et al, 2007: 140). The phenomena of market places in a Swedish context will be studied in order to explain the relationship between them, the city and the sustainable development process, with a forecast that market places are catalysts for sustainable development in the Swedish city of Karlskrona.

3.3 Research strategies and research techniques

The research strategy employed in this paper to enable answering the research question and meet the objectives, is case study, the techniques for collecting qualitative data being interviews and observation. The data collected for this study will be both primary and secondary data, as well as both quantitative and qualitative data. Known as secondary data, data that has already been collected for some other purposes will be reanalyzed to partially answer the research question. This data will mainly coincide with the quantitative data that will be provided from statistical records to compare numerical data in demographics and purchases of goods.

3.3.1 Case study

Being defined as “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence” (Robson, 2002: 178), a multiple case study strategy will be used for gaining a rich understanding of the Swedish urban context of market places and the process of sustainable development being enacted. The logic behind using multiple cases focuses upon the need to generalize from findings of the different cases (Saunders, 2007: 146-147). It has being acknowledged that the case-study strategy help to find answers to questions like ‘why?’, ‘what?’ and ‘how’, with an emphasize on the ‘why?’ question (Saunders, 2007: 146).

3.3.1.1 The case study choice

Market places are not owned only by the municipality, private entrepreneurs have the right to ownership, even though market places like this, that might also be selling predominantly one product, look more like boutiques or shops. Apart from public and private ownership, as we can see in the selected cases, non-profit organizations make themselves room on the niche, by starting and developing markets.
For a good overview on market places as catalysts for sustainable development, a case study choice has been made of three cases, all located in Karlskrona, but owned by different entities. The case study will show how market places influence the process of sustainable development. The theoretical framework will be tested using the cases.

3.3.2 Interviews
Kahn and Cannell (1957) define an interview as “a purposeful discussion between two or more people” (cited in Saunders 2007: 318), which can further serve as a helpful instrument for gathering valid and reliable primary data, relevant to the research questions and objectives (Saunders, 2007: 318).
Semi-structured interviews were conducted on a one-to-one basis between myself, the researcher, and a key actor from two market places, Ursula Hass, the President and one of the three founders of the ‘KLAURA the pop-up market’ non-profit organization, and Håkan Malmberg, owner of the fish market and restaurant in Saltö. The interviews covered a list of themes and questions, with a slight variation in questions between the two interviews.
Several unstructured (in-depth) interviews were conducted on a group basis, when KLAURA, the pop-up market had one of its events. Moreover, whenever given the opportunity, such interviews were used with users of market places after they’ve been informed about the topic. The unstructured interviews had no predetermined list of questions, only a clear idea about the aspects wished to be explored, thus the interviewee had being given the opportunity to talk freely about the event and his beliefs in relation to the topic area (Saunders, 2007: 321).

3.3.3 Observation
Since part of the research was concerned with the social aspects, observation as a technique for collecting primary data was used, a technique that involved systematic observation, description, analysis and interpretation of people’s behavior (Saunders, 2007: 288). As a participant observer, the roles that can be played are those of a complete participant, complete observer, observer as participant or participant as observer (Gil and Johnson, 2002 cited in Saunders, 2007: 293), and even though the time was short and not permitted more than one time as a participant observer, one different approach out of these four was chosen for each market considered in the case study.
When KLAURA the pop-up market had one its events the role played was that of a participant as an observer, revealing my purpose as a researcher, establishing a fieldwork relationship with both the vendors and some customers in the market. A role as complete participant was played in the open-air market, the researcher of this study trying to integrate between the customers, not revealing the purpose to the participants. At the fish market, the role played was one of a complete observer in remarking the behavior of consumers, but not revealing the purpose of the activity to those observed.
The techniques were used to gain information on how much interaction was between the shopper and the vendor, if the shopper is influenced by a conversation with the vendor, if the vendor offers extra information about the products as how to cook the food or how the goods were produced, or to see why and how the clientele came and discovered the market place.

3.4 Time horizons
With a time constrain, this thesis will represent a cross-sectional study, taking a contemporary “snapshot” of market places as catalysts for sustainable development in the Swedish urban context.
A longitudinal element, that presents a series of snapshots, being a representation of events over a given period, is possible to be introduced in the research (Saunders, 2007: 155). Having as a basic
question ‘Has there been any change over a period of time?’ (Bouma and Atkinson 1995: 114 cited in Saunders, 2007: 156), the longitudinal element introduced in the paper is represented by the amount of published data over time on market halls and places in the Swedish context that will be re-analyzed in order to gain insights of the development over the years.

3.5 Answering the research question

The main research question for this thesis *How can market places catalyze sustainable development in a mutualistic symbiosis with the city in a Swedish context?* is divided in four sub-questions that will help answering the main research question:

1. What role do market places play in a Swedish context?
2. How could market places influence the four spheres of sustainability?
3. How could market places influence a city?

The theoretical framework provided a set of outputs to be further tested through the case study, providing thus the answers for the three research sub-questions. The results of the research will create an understanding of the phenomenon, making possible to find out if market places are catalysts for a sustainable development.

4. What are the strengths, weaknesses, opportunities and threats involved that could facilitate or obstruct the influence of market places in the process of sustainable development in a city?

The answer to this question will be obtained in the 6th chapter of the book, by combining the primary data obtained through the case studies and secondary data, and will present the factors that could boost or harm the influence of market places over the sustainable development.
Case study
The setting: Karlskrona

4.1.1 Overview
Located in the Southeastern Sweden, Karlskrona is the capital and center for public administration of Blekinge county, established as a naval base for Sweden, designed following a grid pattern and being built on 30 islands in the eastern part of Blekinge archipelago, with Trossö, where the city center is located, being the main island. Notable are Karlskrona’s connection to Eastern Europe by ferry and its reputation as a telecommunication center with firms, including Ericsson and Telenor having their offices in Karlskrona. Moreover, Blekinge Tekniska Högskola has its main campus in Karlskrona, this bringing a lot of students to the city each year, that along with the Försvarsmakten (the Armed Forces) bring a great increase in the number of people with ages between 16 and 24, representing a percentage of 5.8 from the total population of the municipality, the proportion being greater than the national average of 5.7. 

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Data from Folkmängd i Karlskrona kommun 2014-12-31
4.1.2 Karlskrona and market places

Currently in Karlskrona, apart from the occasional and temporary market places that take place in open air on festivals or other events, there are three market places with a permanent character: KLAURA the pop-up market, Saltö Fiskhall and the open-air market that takes place every Saturday on Stortorget square. Each market will be further analyzed for a deeper understanding of their catalyst reaction for sustainable development in a mutualistic symbiosis with the city.

Designed for the meat trade and built in 1831 behind the town hall along the current Rådhusgatan, the first covered market place in Sweden was in Karlskrona. A second market hall, designed by August Strehlenert, was built in 1904 in Fisktorget, having in total 64 stalls, with more than half being allocated for meat and the rest for fish, vegetables, bread and other products, the vendors also having the possibility to rent cellar areas. The building was demolished in 1951, after the Health Department declared it not suitable in 1943 and the refurbishment proposal was rejected due to high costs.

Fisktorget 1935

Fisktorget 2006

http://www.fgc.nu/karlskronafakta/platsnamn/

Original text: “Sveriges första saluhall byggdes i Karlskrona 1831 och hann läggas ned några år innan den andra uppfördes i Gamla stan i Stockholm 1873.”
http://www.popularhistoria.se/artiklar/nar-torgen-fick-tak/
http://www.gamlavykort.nu/artiklar/saluhallen.htm
KLAURA the pop-up market

4.2.1 What is KLAURA?

KLAURA is a pop up market formed as a non-profit organization that aims to create a network for the young entrepreneurs who want to sell or promote their products/services, being able to do that in a simple way, offering these goods and services in the center when the market “pops-up” or in the more recent permanent location at Gräsvik 8.

4.2.2 The aim of KLAURA: helping the young generation

The organization was created mainly for the young people, Ursula Hass, one of the three people that started the organization stating in an interview given to the author of this paper that her “driving force in this was the desire to engage the young generation, Blekinge being one of the county where we have most of the young unemployed people” (Ursula Hass).

According to Arbetsformedlingen, the Swedish state administrative authority which is responsible for the public employment service and its labor market policy activities, the number of young people who neither work or study had the greatest increase in Blekinge county by over 25 per cent in the period 2008-2010, one the reasons being the economic crisis of 2009 (Arbetsformedlingen, 2013: 5). If Arbetsformedlingen makes efforts to come in contact with young people who neither work or study through different methods like taking part in network groups for persons who meet the target group in their work such as the police, teachers and social welfare officers, but also being visible and distributing information at events and trade fairs and also meeting young people in their arenas like recreation centres, activity centres, guidance centres, and in unorganized arenas such as out on the streets or in the home (Arbetsformedlingen, 2013: 6), KLAURA, the pop-up market has a different approach. If the municipality and the State are seen as the authority and traditional approaches, KLAURA’s standing point is to be more close to the young people, Ursula Hass furthermore stating: “People don’t see us as an institution; they don’t put us in the same box with the municipality. Instead,
they see us as more free, «They have something different, more crazy! »”.

4.2.3 "A pop-up market for ideas that pop-up"

KLÄURA the pop-up market stands in line with the concept of a pop-up store, which is presented as a temporary, itinerant or guerilla store, “a temporary and short-term retail space that deliberately springs up and then closes rapidly” (Kim et al., 2010; Surchi, 2011 cited in Picot-Coupey, 2014: 649). Regarded as the “latest expression of innovative solutions” in marketing channels (Musso, 2010: 37 cited in Picot-Coupey, 2014: 643) because of the impact that the phenomenon of international pop-up stores has had, their number continues to increase since the Japanese high-end fashion brand Comme des Garçons opened its first store of this kind in 2004 in an old warehouse in former East Berlin for a period of just one year, this being often regarded as the initiator of the international pop-up store trend (Picot-Coupey, 2014: 642-643).

No more than two or three weeks are required for organizing the market when the entrepreneurs decide that it should pop-up, Ursula Hass, in the interview given to the author of this paper, stating with a great excitement: “If we have a good idea, we just do it!”, with this type of approach aspiring “to create more action”. Like pop-up stores, KLÄURA aims for creating awareness and buzz, to bring up more life in the city and to engage the young people, thus to become more appealing and inspirational for new activities and offerings.

Ideas that pop-up are promoted through the market, and even though all the entrepreneurs have goods displayed, Ursula Hass argues in favor of a shift in the way of thinking, both of the entrepreneurs and customers, that could come after some time, in the direction of ideas being put on display to be “sold”, not physical objects, the clients having further the option to demand the product or to conduct further business if they find it appealing in the interactive environment. This concept could also work with the concept of the pop-up stores that have as a main aim the production of demand rather than the one of income, being “a sort of synthesis between communication and selling” (Surchi, 2011: 260 cited in Picot-Coupey, 2014: 650). The pop-up market as the pop-up store could therefore be a mean to attract the customers further, not necessary to sell goods on the spot.

4.2.4 Promoting the market

The pop-up stores are themselves a media form that aim to promote with a base on word-of-mouth communication, guerilla marketing and social networking techniques. They might promote themselves through temporary web sites, street marketing campaigns, social media and word-of-mouth, but also good media coverage, some of the retailers favouring media communication to promote the store. Events are also used to promote the stores with artists and community groups that are invited “as a mean to generate long-lasting memories that transcended the life-time of the store” as the retailers describe them (Picot-Coupey, 2014: 656). KLÄURA the pop-up market is also itself a communication tool for the goods and it uses as means of promoting itself the social media, having a Facebook page, a website, leaflets handled to the people, the word-of-mouth, but also a very good coverage in the local newspapers. Through the events, artists such as magicians and singers are invited to perform. Comparing to the pop-up stores, KLÄURA does not have a lot of economic resources with a fee of only 100 SEK to participate in the market or to be a member of the organization, therefore the promotion might not be as grandiose as the one for a pop-up store.

4.2.5 Location

Most of KLÄURA’s exhibitions are held on Minervavägen 18 where the market has a permanent location, but sometimes the market pops-up in other locations in the city center, like the foyer of the
theatre Konserthust in Karlskrona, but also open-air locations as the one had during Karlskrona Pride Festival. For the pop-up stores, “location is acknowledged to be a key factor; however, opinions differ about the best location: “invariably located in high traffic shopping areas” (Surchi, 2011: 260 cited in Picot-Coupey, 2014: 649-650), in innovative locations (Niehm et al, 2007; Kim et al, 2010; cited in Picot-Coupey, 2014: 649-650 ), in fashionable and economically significant cities (Marciniak and Budnarowska, 2009; Russo Spena et al, 2012; cited in Picot-Coupey, 2014: 649-650) or in radical and little-known places for consumers in the know” (Doyle and Moore, 2004 cited in Picot-Coupey, 2014: 649-650).

One of the most interesting examples given by the pop-up stores that deserves an eye onto, is when GAP transformed a 1960s school bus into a travelling store that made an appearance at summer events and local beaches in Los Angeles and New York (Maul, 2008 cited in Kim et al, 2010: 134). If the finances would permit, the pop-up market could also try to explore different territories when choosing their locations, with possibilities in popping-up in innovative locations or ways.
Saltö Fiskhall

4.3.1 About Saltö Fiskhall

Saltö Fiskhall is a privately owned fish market with a restaurant, housed by an old industrial building. The market is located on the island of Saltö, next to the fish harbour, the most developed loading place for fishing industry out of the three largest ones in Blekinge county, being the only one that has four meters in depth.

4.3.2 Saltö

Situated in the west part of Karlskrona, with a bridge connection to the island of Trossö where the city center is to be found, the significance of the island of Saltö comes from the abundance of wild nature and the location of the fishing port.

Saltö along with Dragsö are the richest in “wild” green areas in the city of Karlskrona, most of the natural area being located on the Western part of the island. The built area on the East part is based on isolated structures, with small residences in the North of the island and collective housing and buildings that serve the fishing industry in the southern area. The residences can be divided in three typologies. Free standing, single family houses, most of them built in early 20th century are organized as a traditional housing neighborhood in the North-east. Four stories collective buildings, built around a semi-private courtyard in the middle 20th century are located on the central part of the island where the access to the island coming from Trossö is made. Taller buildings that stand out from the rest of the city’s skyline, having also a different structure, can be found on the south-east, being built no more than 10 years ago. Apart from the residential buildings, one can find on the island the building that houses the fish market and some other industrial buildings which are mainly used for storage, being large and isolated and having closed façades.

The island has a bus connection, with bus number 1 running every 10 minutes in weekdays and every 15 minutes in weekend days until approximately hour 23 in the night. There is also a cycle path that runs along the coast, connecting Saltö to Dragsö, but also to Trossö and further with the rest of the city.
The area is mainly designated for living and activities related to fish in the port or the fish market and restaurant. Apart from this, the area has a day-time leisure potential, mostly in the summer, preferred by the citizens of Karlskrona for walking, having a picnic or a barbeque, swimming or sunbathing on the western part, but also for bowling or laser-tag in Cyber zone, which are activities preferred mostly by young people.

The atmosphere in the area changes while walking through the space depending mainly on the activities that take place in a certain spot. As you enter you can see the fish market and the port on the left that can give the user a nostalgic feeling of a lost time. On the right side, if it’s summer, you can see some people having a picnic or simply the tables that invite for one. The feeling is one of relaxation, like one could not wait more for a Sunday afternoon. The building apartments are not different from the ones in the rest of Karlskrona. Then one might notice the tall buildings that make up the “Manhattan” of Karlskrona. Even though a feeling of intense urbanity should come from the great density of the built environment, one cannot really see people around. Do these buildings really fit into the picture? As one further advances, a village-like atmosphere is experienced, given by the individual houses, some with large courtyards, and with green elements in between. Just before leaving the island, the scenery changes completely into a natural one.

4.3.3 The fish market

Saltö Fiskhall is located at the entrance of the island of Saltö, first coming into sight on the bridge that connects Saltö to Trossö, if the user is coming from the city. The three signs that advertise the fish market are orientated towards the bridge, with a big sign saying “Fresh fish” (färsk fisk) like a vendor’s cry out who tries to capture the attention of potential customers by advertising his product. The other two signs, smaller in size, indicate the name and the function of the building: “Saltö Fiskhall” (Saltö the fish market) and “Fiskffär” (fish shop). Tables and chairs neatly arranged on the dockside, but also more protected, in the portico of the market, appear like an invitation to come and enjoy a Skagenpaj (pie with seafood served with salad) in the sun. The owner says in an interview that in the summer he serves from 500 to 800 meals a day, so the tables must be fully occupied.

The fish market clearly takes advantage of the proximity to the port. If we take a look at the self-presentation on the website, it is clear how the owner uses it to promote his business: “Where should a fish store exist if not in our fishing port? As far as possible, we take our products directly from the fishing port and support the local fishing.” ⁶ One can further say that in Saltö Fiskhall tradition and nostalgia play important roles, with the fishing activity decreasing in the port.

The fish market and the restaurant are housed in two buildings that constitute the first unit in a series which further generates an indefinite and open rhythm by the repetition of three similar units, equally spaced and without a defined beginning or end. The rhythm creates a direction, in this case the direction pointing from the bridge to the fishing port and vice versa. Apart from their disposal as row-houses that could indicate some sort of architectural interest, the design of the buildings is not of architectural importance, being built as typical Swedish houses in the countryside: a box volume with a gable roof, painted with Falu red paint that originates from the copper mine at Falun in Dalarna, Sweden and which is known for its use on wooden cottages and barns.

As you enter, one can notice that there is a correlation between the outside and the inside. The interior is not designed, but it is just furnished and equipped according to hygiene safety. On the right

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⁶ Original text: “Var ska en fiskbutik ligga om inte i vår fiskehamn. Så långt som möjligt tar vi våra produkter direkt från fiskehamnen och stödjer det lokala fisket.”

http://saltofiskhall.se/butik
side, a fridge with pre-packaged fish products can be found, but also fridges with ice-cream, whilst in the back behind a see-through wooden wall and a big maquette of a ship, there are some tables on which the customers can serve the food. On the left side one can find the vendor behind the glass counter where fresh products, but also already cooked meals, are disposed. The owner says in the interview given to the author that he has noticed a tendency for buying more and more cooked meals than fresh products. This can be considered a way of adapting to the present, the market hall often being “portrayed by vendors and customers alike as an institution which always remains the same, a symbol of continuity and tradition. But if we look into what is going on we see a rather different picture, that the market hall is constantly renewing and reinventing itself” (Lee, 2009: 225).

The clientele varies in age and in coming to the fish market, the market having its own rhythm. In the brief time spent while taking the interview on a summer Friday afternoon, I could count around 6 clients coming in one half an hour: a middle-aged woman coming in with her mother, a middle-aged man, a young family with their kids, and a young girl that starts to discuss with the vendor what fish she should choose for a two persons dinner. The owner of the market says that more recently he has observed that more and more young people come to shop for fish which makes him very happy. As the owner says in the interview, the beginning of the week is slow with a greater flux of people at the end of it. Also in the summer, the number of clients increases both in the market sales and especially on the restaurant serving.
The open-air market place

4.4.1 About the open-air market

The open-air market place is situated in the center of the city, more precisely in Stortorget square, on the island of Trossö. The square is one of the central locations of the city, plans to make it a more attractive public space for its residents being under development.

4.4.2 The Baroque Stortorget square

Being Sweden’s largest open square, it also stands as the only baroque space in the country. Stortorget in Kalmar and Riddarholmen Square in Stockholm are also called baroque squares because their buildings are designed in the baroque style in the latter 1600s and the first half of 1700s, even though neither of them has received a design of the square room that would make them baroque squares, nor are they in a city plan that bears baroque imprint.

Sometimes called Karolinsk baroque (karolinsk barock), the Baroque style in Sweden developed in a less extravagant manner than on the rest of Europe, being characterized by simplicity and utility. The square was designed in this style, with Karl XI playing an important role in the development of the square and in the development of the city of Karlskrona, being the one that envisioned a parade city, a city that would bear his name, a “shinning jewel” in the kingdom. The city was planned according to a grid system which was fit for parades and demonstrations, but which also provided free lines of sight and a field for straight fire. The plan dates from 1683 and it has been designated Sweden’s only baroque city plan with three streets Borgmästargatan, Kungsgatan and Smedjegatan that converge on Amiralitetstorget, south of Trefaldighetskyrkan, significant buildings and monuments being used as focal points in the baroque city planning.

Stortorget has buildings from varying time periods, the square having two buildings derived from the Baroque period (Trefaldighetskyrkan built in 1709 and Fredrikskyrkan built between 1720 and 1740), the Town Hall fitting stylistically into the

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7 Information from http://www.karlskrona.se/Global/Karlskrona%20kommun/Dokument/Bostad%20och%20miljo/Plandokument/stortorget_100415.pdf
The tables are disposed chaotically, without following a certain pattern or rule. The illustration shows how for a further development, a different position for the open-air market is envisioned, with stalls arranged in a certain pattern and greater in number.

### 4.4.4 Proposal for development

The municipality of Karlskrona started and continues to improve its public spaces in the city centre that has a great potential for a living and dynamic urban life, by making them more attractive so they further invite residents and visitors to use them actively (Karlskrona Översiktsplan 2030, 2010: 36). Between 2004 and 2007, a room analysis of Trossö was entrusted to the Danish office Gehl Architects to be made. One of the plans that resulted is the one that shows the most important places of the city centre, among which Stortorget is to be found. Gehl architects propose that the square should maintain its public character, continuing to be a location for festivals and parades, but

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**Legend**
- Dark pink: most important places on Trossö
- Light pink: important pedestrian connections

Source: Karlskrona Översiktsplan 2030
Edited by the author
also a meeting place and a market place. The project was further entrusted to SWECO architects in the autumn of 2008, Lewisjonsson Arkitektkontor making the renderings of the future Stortorget.

Future plans present how the municipality wishes to redesign the main square taking measurements like limiting the parking for cars, planting more trees, having more sitting places, but also concentrating all of the market stalls in one place (Stortorget, 2014). As one can observe in the picture, the market trade will be concentrated in the north, with stalls arranged in a certain pattern and greater in number, as previously mentioned.
Comparison
In this chapter, a comparison is made between the theoretical framework described in chapter 2 and the examples that made up the case study. The chapter wishes to establish if the three market places are catalysts for sustainable development in the Swedish context according to the literature.

Based on this comparison, it can be determined whether the enumerated impacts hold when the cases are subjected to these principles. A conclusion will provide insight on how market places can create a sustainable development in a mutualistic symbiosis with the city in the Swedish context.

5.1 Market places towards economic sustainability

After reading the literature, economic sustainability catalyzed through market places can be summarized in four main points. The benefits of market places on the economic level is gained because market places support the local economy, empower and offer autonomy to the citizen, offer a different type of commerce than the one offered in the big chains, this commerce being based on: personal relations, reputation, social interaction, shopping over the counter, receiving personal advice or permitting the luxury of allowing things to take time, offering expert knowledge, being an experience industry. In addition, they can influence the economy of cities through branding and tourism.

Market places support the local economy and empower and offer autonomy to the citizen.

KLAURA the pop-up market supports the local economy through economic exchange between local producers and inhabitants. In the help of the local, the pop-up market can be seen as a solution for vacant spaces across the city that need to be filled, with a result in a more lively city, but also, in generating profit for the landlords. When it comes to the empowerment and the offering of autonomy, KLAURA accomplishes that with the entrepreneurs that come to promote their goods and businesses or to test their ideas. The young unemployed generation is the main target of the organization, KLAURA looking forward to support them as an incubator and a platform for start-ups.

When the local economy is concerned, as a private business, the empowerment of its owner comes first to mind. But, furthermore, Saltö Fiskhall is a contributor to the local economy, not only through the taxes paid that generate revenue to the municipality, but also by being one of the local businesses in Karlskrona that also generates impacts on other businesses, like the fish related activities in the port.

With a less spectacular outcome, Stortorget’s open-air market place supports and empowers local farmers and traders who might come on weekends to sell the surplus of products picked on the farm land.
Market places offer a different type of commerce

All of the three market places practice a commerce based on personal relations, reputation, social interaction, shopping over the counter, receiving personal advice or permitting the luxury of allowing things to take time; they also offer expert knowledge, the market place being an experience industry. Whilst at KLURA the pop-up market and the open-air market, the entrepreneurs discuss with the clientele presenting their concept or by case, the products or the story behind the goods, at Saltö Fiskhall, this goes further, even with these aspects being promoted over their website: “Please ask us about cooking, accessories and other things related to food"10 The vendor takes the time to discuss to the clients and recommend him or her products or give advices about recipes or how the products should be cooked. The vendor has gastronomic knowledge that is expected to be shared with the customer, many of the customers using the market hall as a center for expertise (Lee, 2009:255).

Market places can influence the economy of cities through branding and tourism

KLURA can also be one of the elements that contribute in the making of the city’s image as an alive and attractive city, which could have results in people being brought from outside the city inside. The pop-up market can bring a certain charm to the city that tourists might find attractive during their visits.

With inhabitants of Karlskrona, but as well with an increased number of tourists that come for the Dragsö camping, the fish market is giving charm to the island of Saltö, contributing to the city’s image as a port with tradition.

The open-air market creates a buzz in the city center that keep it alive and attractive through the Saturday mornings and afternoons. Tourists that might find themselves in between visits of different attractions in Trossö, can likewise stroll around the market and shop.

A further aspect, not mentioned in the literature, but which can add to the economic sustainability, is the modest investment required by organizing KLURA the pop-up market. This can be compared to other low-cost projects that have, despite that, big impacts, with examples like the street lighting of Cairo’s Garbage City or the community centre in Rio’s Vale Encantando Favela that stand for economic sustainability, in a different interpretation, sharing “the common denominator of replacing money with the strength of dialogue, innovative «low-tech» or, better, «right-tech» and the precious beauty of simplicity (Revedin, 2015: 10).

5.2 Market places towards social sustainability

After reading the literature, social sustainability catalyzed through market places can be summarized in the following main points. The benefits of market places on the social level is gained because market places are

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10 Original text: “Fråga oss gärna om tillagning, tillbehör och annat som hör maten till.”
http://saltofiskhall.se/
direction, as “pop-up stores present a theatrical nature and are seen as a form of art” (Marchetti and Quinz, 2007 cited in Picot-Coupey, 2010: 649), KLAURA stands as the avant-garde, promoting a new concept for a market place where, as they recommend it while promoting one of their events, “you can sell products, promote your business, test your concept/idea on the public, perform, inform etc! See it as an open space to be filled!”

Catalyzing cultural sustainability may be the level on which the fish market’s has its greatest role. Saltö Fiskhall represents part of the authenticity and local character of the city of Karlskrona as one of the final remnants of the fishing activities that have decreased in the latest years. It can also stand for culinary tourism, where both tourists and locals come to indulge their curiosity for the culture of Scandinavian fish dishes. Both the building and the space around it could act as one of the landmarks of the island of Saltö, but also for the city of Karlskrona.

Moreover, together with the open-air market, the fish hall promote the local over the global, with authentic and good quality sold, even though one part of the open-air market, the one selling clothes and products for the home, does not stand in line with this, the products being most-probably purchased at a wholesale market, with the scope of being further re-sold.

5.4 Market places towards ecological sustainability

After reading the literature, ecological sustainability catalyzed through market places can be summarized in the following main points. The benefits of market places on the this level is gained because market places secure the health of the users through the supply with fresh and organic products or made from ecologically friendly materials, could supply products according to the seasons, act ethically and helps with the formation of the active agents. All of the three market places drive towards ecological sustainability, with all of the three outcomes.

On the ecological level, KLAURA the pop-up market does not have a lot of impact, with the only exception being that some products can be made from organic fabrics or materials. For instance, as stated on their website, the fish market takes it products directly from the fishing port and supports local fishing, but also works with local farmers to offer fresh and organic products when it comes to the vegetables used in the dishes, whilst the pop-up market organizes Christmas fairs and meetings according with the winter season. The open-air market drives for ecological sustainability with the three possible outcomes, with an emphasis on providing fresh and organic goods that secure the health of people and reducing the distance products have to travel by offering to the local farmers the opportunity to sell their products.

11 https://www.facebook.com/events/778928885547467/
5.5 Market places influencing the city

The literature offer information about how market places can influence a city as being: the catalyst that initiated the urban development; “primary elements” (Rossi, 1982) in the city, participating in its evolution; elements that revitalize public places, bringing a great flux of people; indicators of social and economic health; generators of urban prestige. The three market places that make up the case study are small in size, having only small impacts on the city, mostly revitalizing public spaces, bringing a great flux of people. In the current state, the fish market can act as one of Rossi’s “primary elements” that can participate in the city’s evolution, but also, the open-air market can be an indicator of social and economic health because it shows that the municipality can handle public trade, this generating further urban prestige.
SWOT analysis
The strengths, weaknesses, opportunities and threats involved in the mutualistic symbiosis for a sustainable development between the three market places of Karlskrona and the city will be identified in a SWOT analysis in order to find out what could facilitate or obstruct the influence of market places in the process of sustainable development in a city.

6.1 Strengths and weaknesses

In a SWOT analysis, strengths are the characteristics that give a project an advantage over the others, while the weaknesses are the ones that place the project at a disadvantage relative to others. The main competitors for market places are the big chains, as supermarkets or clothes shops, the market places acting like a counter reaction to them, offering an alternative to globalization and standardization, with authenticity, uniqueness and good quality on the table. Users prefer them as “a way to express individuality in an ocean of consumption” (Lee, 2009: 316), even though the big chains analyse and try to implement features of market places to their businesses, one example being that of the supermarkets that tried to copy the market’s personal service by adding more specialized counters. But some things, mostly provided by the atmosphere of the market places, cannot be copied. The buzz in this social place, a link to a different reality through a traditional setting, or just a more relaxed place chosen to be visited instead of another Saturday morning activity (as one user puts it in one of the unconstructed (in-depth) interviews when asked what determined the visit to KLAURA’s event from that day), is generating strength for the market places over the big chains.

The second-hand shops in the city were also analysed as possible strength drivers, not being regarded as competitors, but as collaborators instead. Something old, something new is a journal article that “aims to explore the veracity of a number of assumptions relating to vintage consumption, equating it to the consumption of used, previously owned clothes by nostalgic prone, environmentally-friendly or value-conscious consumers” (Cervellon et al., 2012: 956), emphasizing why second-hand stores are collaborators that further encourage and enhance market places’ activity. They are not competitors because users of second-hand shops purchase used goods.

6.1.1 Karlskrona context

6.1.1.1 Location

While the open-air market is located in the city center with a lot of people coming for leisure activities, this representing a strength, the other two markets’...
permanent location can be in their detriment. One has to travel for the island of Saltö, if he or she desires fish and it’s not one of the residents of the island. When the market pops-up, this is happening in the center of the city, but the permanent location at Gräsvik 8 of KLAURA, even though it was mainly created because the entrepreneurs desired a location so they don’t work at home anymore, it is not favorable for a user to stumble upon it or to observe the artists creating, which is in itself some kind of performance.

Supermarkets in Karlskrona are mainly situated in residential neighborhoods or right next to them or in the city centre, this offering them advantage for the food and shopping. Shops with clothes and jewelry are situated in the city center, as well as in Amiralen, this making it hard for the pop-up market traders competing on the same niche, people that come to shop at the pop-up market usually knowing about the event in advance.

Most of the second-hand shops are located in the city centre or near (only one is located more far away in Kungsmarken neighborhood), this working in the advantage of markets because they attract customers with the same values. One can come to the second-hand stores in the centre and decide to also pay a visit to the other markets situated in the proximity because of: nostalgia proneness, fashion involvement, a need for uniqueness, a need for status, frugality and value consciousness, environmental-friendly proneness, and bargain hunting along with treasure hunting (Cervellon et al., 2012: 958-964), as reasons for purchasing original vintage pieces and second-hand pieces that are similar reasons for shoppers of the market places.

Therefore, location can be viewed as both a strength and weakness for the three cases.

6.1.1.2 Good quality products

Many of the Swedish consumers that choose the market place “define themselves as conscious consumers, i.e. knowledgeable about food and interested in food and gastronomy” (Lee, 2009: 234), this being further transposed to the other segments in the retail trade.

In terms of food, as mentioned before, good quality products are identified with fresh and perishable products, which are not treated with preservatives (Lee, 2009: 253). While shoppers go to the open-air market and the fish market to buy perishable and fresh products, the shoppers at the pop-up market come for its hand-designed products, looking for craftsmanship, unique, new and innovative products. Searching for and buying “new and different products and brands rather than simply adhering to accepted consumption patterns” (Hirschman, 1980; Venkatraman, 1991; Venkatraman and Price, 1990; cited in Kim et al, 2010: 135-136), is where the innovation in terms of consumption comes from, this being one of the reasons that drags users to pop-up stores, with a possible further application for the pop-up market. Being defined as “the trait of pursuing differentness relative to others through the acquisition, utilization and disposition of consumer goods for the purpose of developing and enhancing one’s social and self-image” (Tian et al., 2001: 52 cited in Cervellon et al., 2012: 960), the need for uniqueness of consumers work in favor for the pop-up market with shoppers who might be choosing it because of this.

6.1.2 Time

Even though in a market place, time can slow down, allowing the users to take his or her time to stroll around the options, sometimes time can be the enemy. In another unconstructed (in-depth) interview, a young user, with the age around 24 years old, says that he prefers to buy his fish at the fish hall because, in that way, he knows where it comes from or he can ask for cooking advice, but, at the same time, he admits that sometimes he does not have the time for this, therefore he prefers going to the supermarket to quickly do his shopping.
Consequently, time can be considered both a strength and a weakness for the market place.

6.2 Opportunities and threats

In a SWOT analysis, opportunities are the elements that the project could exploit to its advantage, while threats are the elements in the environment that could cause trouble for the project.

6.2.1 The conditions for trade in Karlskrona

Among the opportunities and threats that could influence the process of sustainable development catalyzed by market places, are the conditions for trade in a municipality: population size and development, those who work in the city or commute to and from it, the income of the population, but also the municipality’s trend for soft goods and durable goods.

6.2.1.1 Population size, development and age structure

In a municipality or a region, population size and development have a direct impact on the purchasing power. In theory, the more people living in an area, the greater the purchasing power is. A positive or constant population growth means that the purchasing power could increase (Slutrapport Karlskrona, 2009: 10).

Sweden’s population amounted to 9,747,355 people by the 31 December 2014, with an increase in population of 102,491 persons or 1.1 per cent in 2014 comparing to 2013, this being the largest

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<td>3 104</td>
<td>+ 341</td>
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<td>64 348</td>
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*) adjustments that reported any births and deaths that occurred before the current accounting period but have been reported during this period and possible corrections of previous alerts.

Source: Folkmängd i Karlskrona kommun 2014-12-31
Edited by the author

12 Data from Folkmängd i Karlskrona kommun 2014-12-31
population growth in history. Blekinge county’s population has increased during the same period with 1400 persons or 0.9 percent and amounts to 154,157 people, while Karlskrona Municipality’s population increased by 436 persons or 0.7 percent and amounts to 64,348 people. A total of 3,104 people moved to Karlskrona Municipality in 2014, while 2,763 moved from the municipality, this giving a net migration on total of + 341 people.

6.2.1.2 Population commuting to and from Karlskrona

The conditions for trade in a municipality are not only dependent on how many people live there, but also on how many people are traveling to and from the municipality for work. A commuting surplus of labor may favor trade in a municipality, those who commute to the municipality being candidates for making purchases of goods in connection with their travel to and from work (Slutrapport Karlskrona, 2009: 11).

The difference between the working day population (those who work in the municipality) and the economically active population (those living in the municipality but working elsewhere) has been positive of +1254, with a number of people that come to the city of 5,266 and a number who leave of 4,012, from a number of people that live and work in the municipality of 25,310, in the year of 2013, when the population of Karlskrona was of 63,912. The number is probable to be increased in 2014 (no data was found on the matter), when the population also increased and stands, therefore, as an opportunity.

6.2.1.3 The income of the population

The income of the population is a factor that has a direct impact on the purchasing power available in a municipality or a region (Slutrapport Karlskrona, 2009: 12). The average income of a municipality exceeding the average income of the state could have an output in the growth of the purchasing power, Karlskrona municipality having a slightly lower income than the national average in 2007, with no

<table>
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<th>Commuters that come</th>
<th>Commuters that leave</th>
<th>Total people that work and live</th>
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<td>Karlskrona</td>
<td>5 266</td>
<td>4 012</td>
<td>25 310</td>
</tr>
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Source: Statistika centralbyrån
Edited by the author


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<tbody>
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<td>Primary area</td>
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<td>47 %</td>
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<tr>
<td>Karlskrona</td>
<td>200 013</td>
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<tr>
<td>Secondary area</td>
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<td>Tovås</td>
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<td>51 %</td>
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<tr>
<td>State</td>
<td>200 620</td>
<td>46 %</td>
</tr>
</tbody>
</table>

Source: Slutrapport Karlskrona
Edited by the author.

additional recent data found\textsuperscript{14}.

\textbf{6.2.1.4 The municipality's trend for soft goods and durable goods}

A durable good or a hard good is a good that yields utility over time rather than being completely consumed in one use, while the soft goods such as food, cosmetics, medication, clothing, footwear and so on, are immediately consumed in one use or have a lifespan of less than 3 years\textsuperscript{15}. In 2007, soft goods in Karlskrona municipality had sales of 1.35 billion SEK, with an increase of 3 percent from the year before, while the durable goods had sales of 1.9 billion SEK in 2007, with an increase of 4 percent from the previous year\textsuperscript{16}. This data shows that the population is spending increased sums of money on goods, therefore the municipality's trend for soft and durable goods is considered an opportunity.

\textbf{6.2.2 Events}

Events can be considered as opportunities, bringing people into the city that could shop in the markets, the markets also having the possibilities to go and promote themselves.

The most important celebration in Karlskrona is Lövmarknaden (The Leaf Fair) that takes place the day before midsummer's eve, with a big fair in the center of the city, that takes place in Stortorget square, attracting thousands of visitors to Karlskrona (with around 500 traders in the market and 80,000

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\textsuperscript{14} Slutrapport Karlskrona
\textsuperscript{15} http://en.wikipedia.org/wiki/Durable_good
\textsuperscript{16} Slutrapport Karlskrona
room for the market places in a Swedish context, further longitudinal studies, longer in time length would be required for a better understanding of this phenomena.

The highest percentage of population with a percentage of 24.7% in Karlskrona is owned by persons with ages between 25 and 44, and notable are also the proportions of 6-12 years-old and 16-24 years-old which are greater in Karlskrona municipality than the national average. How the new generation will adopt and use market places could represent a threat with increasing numbers in other types of commerce, one example being the e-commerce that’s heading towards 15% to 20% of total sales on a global perspective (Rigby, 2011). The mentality of the consumer could act both as an opportunity or as a threat for market places.

6.3 Conclusions

While some features such as location, atmosphere, time and mentalities, could work both as positive and negative aspects, the others mostly take one side. Except for the income of the population, which is lower than the national average, for the rest of the aspects a positive image is shown for Karlskrona where the three cases exist. After analyzing the strengths, weaknesses, opportunities and threats involved in the mutualistic symbiosis for a sustainable development between the three market places of Karlskrona and the city in a SWOT analysis, we can conclude that the context is favorable for them, market places further influencing the city as identified in the literature and tested in the case study.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
</table>
| • location  
• good quality products  
• time | • location  
• time | • population size and development  
• population commuting  
• the municipality’s trend for goods  
• atmosphere  
• mentalities | • income of the population  
• mentalities |

19 Slutrapport Karlskrona
Discussion and conclusion
7.1 Discussion

7.1.1 Answering the research question

After introducing the topic, this research has focused on answering the research question ‘How can market places catalyze sustainable development in a mutualistic symbiosis with the city in a Swedish context?’ with an outcome in adding to the existing research on market places, sustainable development and urban studies.

A theoretical framework was obtained through the review of the literature that was further tested and compared through the case study. The cases illustrate three market places located in the city of Karlskrona. Their analysis indicates that they catalyze economic sustainability by supporting the local economy and empowering and offering autonomy to the citizen, offering a different, alternative type of commerce, influencing the economy of cities through branding and tourism. The benefits of market places on the social level is gained because the three market places are meeting points in cities, a public shared space for interaction; create social cohesion and a sense of community; act as public theaters where different actors perform; are places where identities are contested and formed; are places for displaying who one is, how one lives, and how you perceive and present yourself through shopping as a lifestyle choice; create small, distinct social world matching the division into: strangers, tourists, regulars, and insiders made by Unruh (cited in Lee, 2009: 238). The cultural sphere is catalyzed because the cases provide a basis that market places are “links between different realities” (Petrini, 2012: IX), are points where different cultures intersect, act as educators when new foods or products are introduced, can evoke a sense of place, being integral, living heritage sites, have a potential for unique and authentic products and experiences, sell and promote local over the global. Ecologic catalysis on sustainable development is made because market places secure the health of the users through the supply with fresh and organic products or made from ecologically friendly materials, could supply products according to the seasons, act ethically and help with the formation of the active agents. All of the three market places that make up the cases drive towards sustainable development, with the outcomes described.

A SWOT analysis was conducted over the three cases. Even though in most of the aspects, the three market places act according to the principles identified in the literature, their influence could be obstructed by the negative aspects identified in the SWOT analysis.

The main strengths of market places identified over their main competitor, the big retail chains, are location, good quality products and time. Location works as a strength for the open-air market that is situated in the centre. Another advantage that market places have over their competitor is selling quality products which are fresh and perishable goods in case of food and unique, hand-designed, new and/or innovative products in the case of the pop-up market. Time can work as a strength when is considered that market places slow down the rapid pace of life, allowing users to take their time, strolling around. Second-hand shops were also considered when analyzing the strengths and weaknesses, but they were considered as collaborators that encourage the same niche of users for making conscious choices over their shopping, the shops not competing with the markets because they sell vintage or used goods. Location was considered a strength in this case, the activity of second-hand shops enhancing the activity of market places.

The main weaknesses of market places identified over their main competitor, the big retail chains, are location and time, which were both considered as strengths as well. Location could act as one the weaknesses of the market places in comparison with their main competitors, the big retail chains, which are distributed in the entire city’s area, both close to residential neighborhoods but also in the city centre. Also, it has been noted that with their locations in Gräsvik 8 and Saltö, the pop-up market and the Saltö Fiskhall may seem isolated and hard to reach. Time has been considered a weakness when it works in the detriment of the user that may be in a hurry.
As opportunities, the population size and development, the population commuting to and from Karlskrona, the municipality’s trend for soft and durable goods, events, atmosphere and mentalities, were identified. Karlskrona municipality’s population increased by 436 persons or 0.7 percent and amounts to 64,348 people from 2013 to 2014, having a direct impact on the purchasing power, the more people living in an area, the greater the purchasing power is in theory (Slutrapport Karlskrona, 2009: 10). A positive difference of + 1254 has been calculated between the number of people that commute to the city and the number who leave in 2013, with no further data on 2014. A commuting surplus of labor may favor trade in the municipality, those who commute to the municipality being candidates for making purchases of goods in connection with their travel to and from work (Slutrapport Karlskrona, 2009: 11). The municipality’s trend for soft goods and durable goods in 2007 (with no further data available after this year) had an increase of 3 percent from the year before for soft goods, and an increase of 4 percent for durable goods, showing that the population is spending increased sums of money on goods, therefore the municipality’s trend for soft and durable goods is considered an opportunity. Events can be considered as opportunities that bring people into the city who could shop in the markets, the markets also having the possibilities to go and promote themselves. Karlskrona has two main big events, Lövmarknaden and Skärgårdsfest, both offering opportunities for the market places. Even though is difficult to analyse and further predict, mentalities of people could stand as an opportunity for the market places. The highest percentage of population with a percentage of 24.7% in Karlskrona is owned by persons with ages between 25 and 44, and notable are also the proportions of 6-12 years-old and 16-24 years-old which are greater in Karlskrona municipality than the national average. This could work in the advantage of market places, middle aged and young people being open to new and innovative products.

When analyzing the threats, the income of the population and mentalities have been considered. The average income of a municipality exceeding the average income of the state could have an output in the growth of the purchasing power, Karlskrona municipality having a slightly lower income than the national average. Even though the age structure of the population shows that the highest percentage of population is represented by middle aged people, with proportions of 6-12 years-old and 16-24 years-old greater in Karlskrona municipality than the national average, their mentalities are hard to analyse and predict, with more and more ways of commerce, one example being the e-commerce that’s heading towards 15% to 20% of total sales on a global perspective (Rigby, 2011).

7.2 Conclusion

7.2.1 The relevance of the research

The research will be relevant by adding to the previous studies, offering an understanding on how market places could influence a sustainable development, with hope in a big extent to which the results from the research are applicable to other research settings.

A gap in the literature was found concerning the Swedish context and market places in the Swedish context. The literature found was concerning three market halls for food in Stockholm. Therefore, this study will contribute to the literature on market places in Sweden. Furthermore, no studies were found regarding pop-up stores or markets in a Swedish context, this paper bringing an addition to this.

Concerning the sustainable development, no studies which consider market places as catalysts for these processes were identified, even though there are existing studies on market places that present their positive impacts and importance. With sustainable development on the world’s agenda, the research also looks to provide insights on how market places could catalyze this process. With a view
from this direction, market places could be considered valuable assets, further to be considered as to be maintained, enhanced or reintroduced in the urban fabric.

7.2.2 Research limitations

A first limitation was given by the time constraint which resulted in, as mentioned in the research design, a cross-sectional study being represented in this paper, taking a contemporary “snapshot” of market places as catalysts in a mutualistic symbiosis with the city for sustainable development in the Swedish context. A longitudinal study, would have offered a series of snapshots, a representation of events over a given period, presenting change and development that would have offered a measure of control over variables that were studied (people and events) and would have generated more complex insight into the matter.

The paper presents an analysis representative of the three market places in the southern Swedish city of Karlskrona, which should be further tested before applied to other cities and towns in Sweden. Qualitative research lacks generalizability of findings by its very nature, this also standing in the way of applying this study to other contexts without testing first.

The research, because of a time constraint, limited itself as only using as research techniques interviews and observation in a case study research strategy, and not conducted surveys or questionnaires on a sample of people representative for a population.

Not speaking the language where the study was conducted also constituted a limitation, resulting in difficulty of collecting quantitative data or not being able to conduct interviews because users did not speak English.

7.2.3 Further research

A longitudinal study could be carried out for a deeper understanding on the matter.

As seen in this paper, different markets generate different impacts on the urban scale. Further research could be carried out in order to find out how different types of markets are catalyzing sustainable development differently in a mutualistic symbiosis with the city.

Different contexts, opposed or similar to the Swedish one, could be analysed for finding out similarities or further differences.
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Appendix

Interview Template for KLAURA the pop-up market

Protocol for interviews

I. Instructions to interviewee (opening statements)
II. Introduction from the interviewee

1) About the market place
a. Could you please give a small summary and the key elements of your project?

III. Key research questions
2) About the development of the market place
a. How did you start the organization/business? How did the idea come? Did you see similar projects like this? Who initiated the project? What goal did you have in mind when the project started?
b. How did the market developed since then?
c. Who are the participants in this project?
d. How and when are the participants involved in the project?
e. How is the opinion of the participants involved in the project?
f. Did the market have any peak? Could you give an example when the market was most successful?
g. Which are the economic resources in this project?
h. How do you promote the project?
i. Do you have a certain type of visitor (age, gender, lifestyle choice) that comes to the market?

3) About what went good and what went bad
a. What in the project took place as expected and what was unexpected? Please motivate
b. What were the problems that you encountered during the project? Please motivate.
c. Do you think that projects like this have a good prospect in the future?
d. Do you think that the project will last against the strong ‘waves’ of capitalism and consumerism?

4) About market places in the city
a. Does the market place has a fixed place? Did you notice any change since the project started?
b. How did the number of people that exhibit and visit evolve?
c. Did any similar projects started in Karlskrona since KLAURA?
Interview Template for Saltö Fiskhall

Protocol for interviews

I. Instructions to interviewee (opening statements)
II. Introduction from the interviewee

1) About the market place

1. Is Saltö Fiskhall a private business or is it owned by the municipality?
2. Since when is Saltö Fiskhall opened?
3. How did the market developed since then? Did it have any peak? Were there a lot a customers at the beginning? Are there more customers now?
4. How do you promote the market?
   Apart from your website and the Facebook page, do you use something else? Like going to the festivals with products? Did you notice if promotion through the word-of-mouth bring any customers?
5. How did this location influence your business? Is it good that it is close to the port in Saltö? Do you bring products from there? Also, do you think that this location next to the sea gives a certain character to the place?
6. How do you see Saltö Fiskhall comparing to other fishmarkets in Sweden? Do you have any particular fish market in mind that you like and can compare Saltö Fiskhall with it?

2) About the customers

7. Is there a tradition to eat fish in Karlskrona? Are there any celebrations on which people eat fish? Are there any festivals of fish or seafood?
8. Do you have regular customers that come to the fishmarket?
9. Are the customers having varying ages from young to old? Did you notice a predominance of customers with a certain age?

3) About the merchandise

10. You say on your website “we take our products directly from the fishing port and supports local fishing” (Saltö Fiskhall website). Did you close any deal with fishermen?
11. You say on your website “NärFiskat also means that we reduce the impact on our amazing environment. Our shop - the best option for you and the environment!” (Saltö fiskhall website). Do you check that the fish brought has the NärFiskat label?
12. You say on your website “We work with local growers and businesses to offer fresh and environmentally friendly products.” (Saltö fiskhall website) Did you close any deal with local farmers? If yes, do they bring products regularly or when you contact them?