



In search of the Agora

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The Agora of Athens with the Temple of Hephaestus

The Agora

The Agora (Αγορά) of Athens

The word "agora" applies to an assembly of people; marks a gathering place.

In modern Greek it means "marketplace".

The Activities

The use of the agora varied at different periods.

Many cities had officials called *agoranomoi* to control the area.

Distinction was maintained between commercial and ceremonial agoras in Thessaly and elsewhere (Aristotle, *Politics*, vii, II, 2);

In the highly developed agora, each trade or profession had its own quarter.

18th century–8th century BCE Greece

Free-born citizens would gather in the agora for military duty or to hear from their ruling elite or council.

The Traders

Later, the agora also served as a marketplace where merchants kept stalls or shops to sell their goods amid colonnades. This attracted artisans who built workshops nearby.

Retail traders (known as *kapeloi*) served as middle-men between the craftsmen and the consumer but were largely mistrusted in ancient times as unnecessary parasites.

Aristotle stated that the *kapeloi* served a “kind of exchange which is justly censured; for it is unnatural and a mode by which men unfairly gain from one another”.

Retail traders were mostly metics, not free-born citizens of the city.

Craftsmen could be metics, citizens or even freed slaves who had become skilled artisans.

The Philosophers

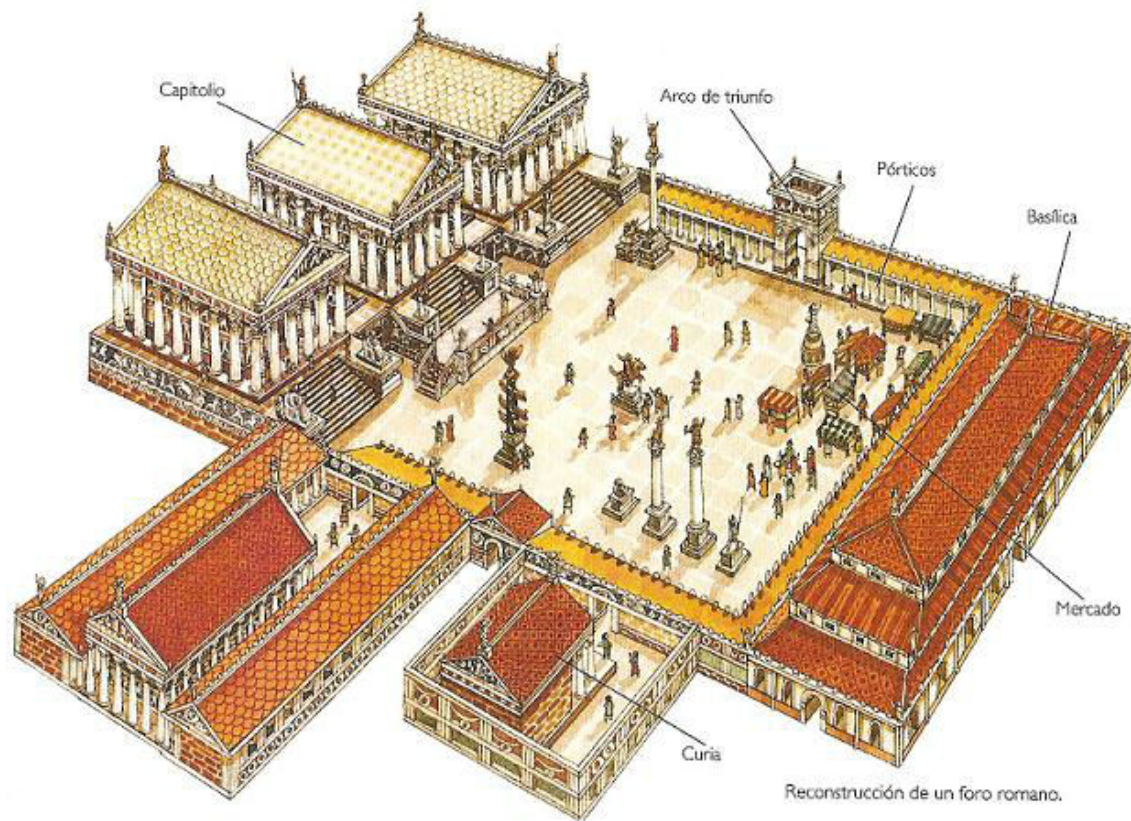
In the Agora of Athens, Socrates questioned the market-goers on their understanding of the meaning of life.

Plato when he heard Socrates speaking, went and burned all his works
His philosophical dialogues, coupled with his founding of the Academy, the first
University

He went on to tutor Aristotle who in turn was tutor to Alexander the Great

Diogenes of Sinope, lived in a tub in the Agora and also questioned the Athenians on
their understanding of the more important aspects of life.

By holding a candle or lantern to people's faces in the agora he claimed he was searching
for a real human being.



The Roman Forum (Agora)

In Rome the agora was known as The Forum; 'the place outdoors'.

Women went there to shop
Men would meet there to discuss politics or events of the day.

Among the most popular commodities of the Roman market was silk.

Latin writers frequently made fun of those their fellow citizens and their behaviour at market.

All roads led to Rome and certainly through the forum.

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The Medieval Market



<http://www.arch2o.com/happened-public-space-quick-guide-europes-history/>

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The Souk



<http://www.ba-bamail.com/content.aspx?emailid=27121>

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Dublin – Fruit and Vegetable Market

The Victorian Market



<http://www.shelflife.ie/evolution-farmers-market/>

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Dublin – Fruit and Vegetable Market

The Victorian Market



<https://theartofexploring.com/2014/06/09/victorian-fruit-vegetable-market-dublin/>

<http://www.dublincultureconnects.ie/stories-food-journeys//>

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Dublin – Sth. City Markets – George’s St The Victorian Market



<http://www.geograph.ie/photo/4793851>

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Cork – The English Market

The Victorian Market



<https://theculturetrip.com/europe/ireland/articles/corks-english-market-make-the-most-of-this-victorian-gem/>

Southdale Centre –1st Shopping Mall 1956 The Modern Market



“Hwang and Trufelman point to Gruen’s role in creating what sociologists call a **“third place”**—safe, neutral public spaces outside of one’s home or work that, in Gruen’s words, *“provide the needed place and opportunity for participation in modern community life that the **ancient Greek Agora**, the Medieval Market Place and our own Town Squares provided in the past.”*”

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Southdale Centre – The 1st Shopping Mall The Modern Market



<https://qz.com/454214/the-father-of-the-american-shopping-mall-hated-cars-and-suburban-sprawl/>

Boston - Faneuil Hall Quincy Market

Transformation



Faneuil Hall, 1923, with Quincy Market beyond
http://www.busafarm.com/faneuil_hall_market.htm



Quincy Market, 1920
http://www.busafarm.com/faneuil_hall_market.htm

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Boston - Faneuil Hall Quincy Market

Transformation



Faneuil Hall Marketplace (Quincy Market)—Boston (1966–1979)

<https://architectureboston.wordpress.com/2011/02/03/the-thompson-sampler/>

<https://www.sailboston.com/2017/06/faneuil-hall-must-do-stop/>

New York – South Street- Fulton Market Transformation



South Street showing the Fulton Market, 1883

<https://ny.curbed.com/2012/5/15/10371162/vintage-photos-of-the-fulton-fish-market-in-its-glory-days>



Fulton Fish Market on June 18, 1936

<https://ny.curbed.com/2012/5/15/10371162/vintage-photos-of-the-fulton-fish-market-in-its-glory-days>

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New York – South Street- Fulton Market Transformation



New Amsterdam Market, held since 2007 in the South Street Seaport on the site of the old Fulton Fish Market

<http://newyork.seriousseats.com/2013/08/a-critical-moment-for-the-new-amsterdam-market-south-street-seaport.html>

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London – Covent Garden

Transformation



Covent Garden in Edwardian times.

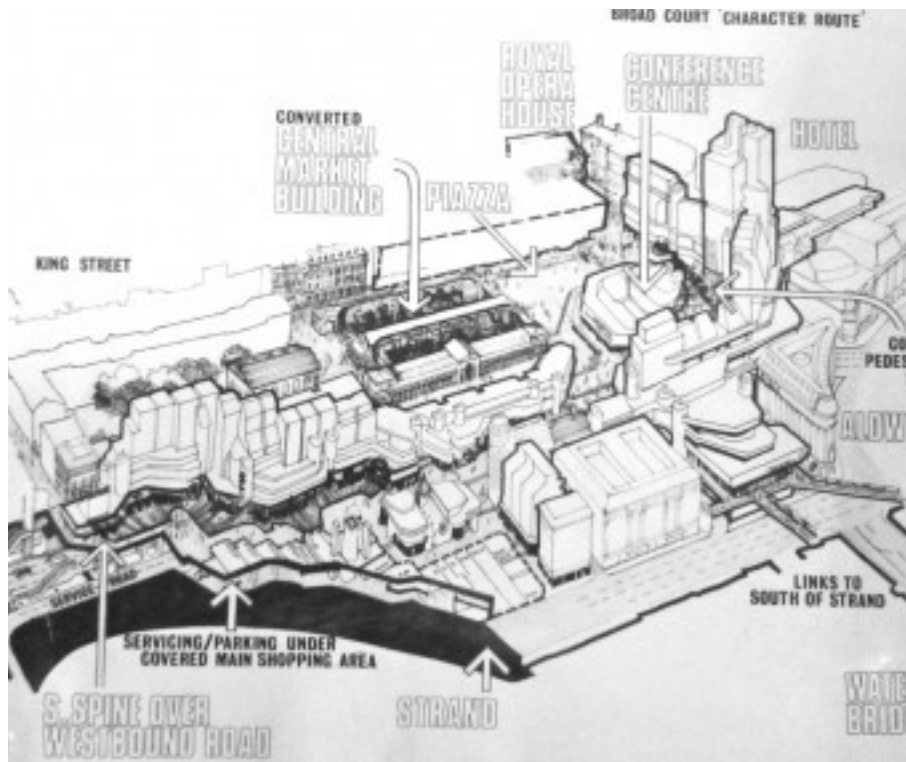
<http://www.nickelinthemachine.com/2012/05/the-glc-and-how-they-nearly-destroyed-covent-garden/>

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London – Covent Garden

Transformation



The Covent Garden redevelopment plan in 1968.

Protest organised by the Covent Garden Community Association in 1972

<http://www.nickelinthemachine.com/2012/05/the-glc-and-how-they-nearly-destroyed-covent-garden/>

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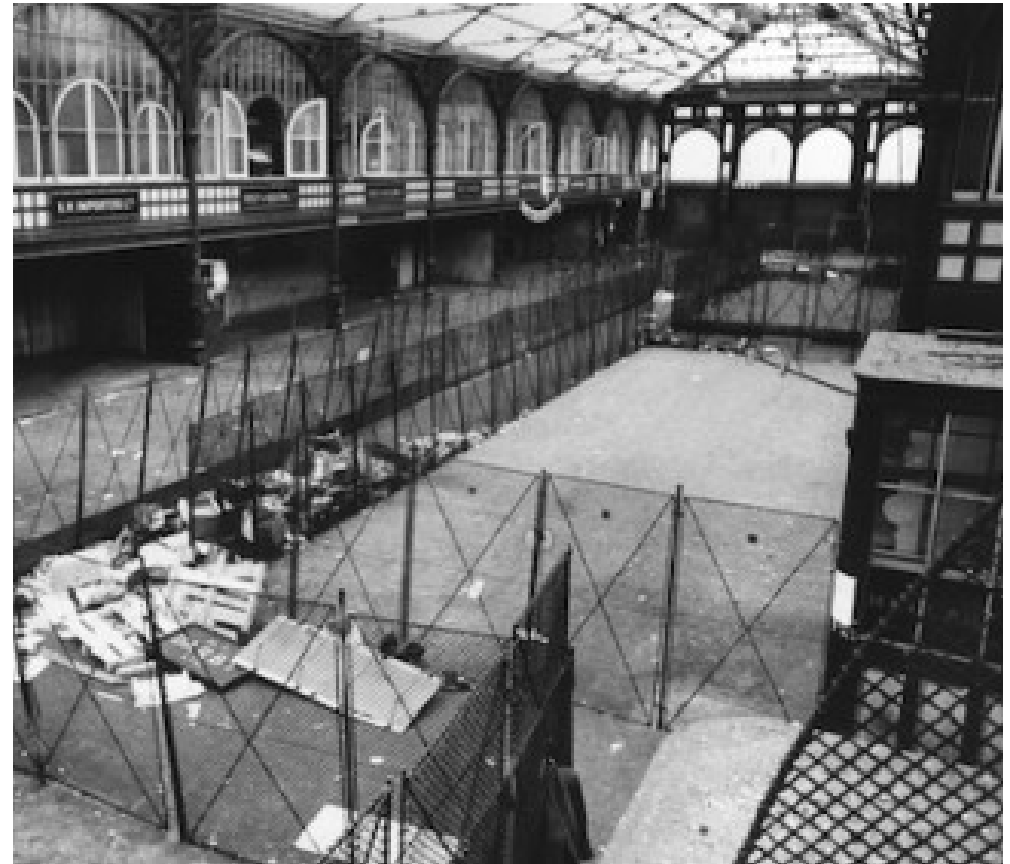
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London – Covent Garden

Transformation



1955



11th November 1974

<http://www.nickelinthemachine.com/2012/05/the-glc-and-how-they-nearly-destroyed-covent-garden/>

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London – Covent Garden

Transformation



The square languished until its central building re-opened as a shopping centre in 1980.

https://commons.wikimedia.org/wiki/File:Covent_Garden_Market_2011.jpg

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London – Covent Garden

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<https://www.visitlondon.com/things-to-do/london-areas/covent-garden/things-to-do-covent-garden#U1AIVBhxVR0UwviC.97>

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<https://www.visitlondon.com/things-to-do/london-areas/covent-garden/things-to-do-covent-garden#U1AIVBhxVR0UwviC.97>

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<https://www.visitlondon.com/things-to-do/london-areas/covent-garden/things-to-do-covent-garden#U1AIVBhxVR0UwviC.97>

Barcelona – Santa Caterina Market

Transformation

Santa Caterina Market – Barcelona

7 years

A retail food market

100 or so market stalls

3 level structure dedicated to Saint Eulalia

Design commission 1997; Catalan practice EMBT Enric Miralles & Benedetta Tagliabue

Construction in Barcelona was longer than usual due to a complex brief



Barcelona – Santa Caterina Market



<http://ajuntament.barcelona.cat/mercats/en/content/santa-caterina-market>

Transformation

A revived market

A museum

2 blocks of 59 low-rent senior citizens housing

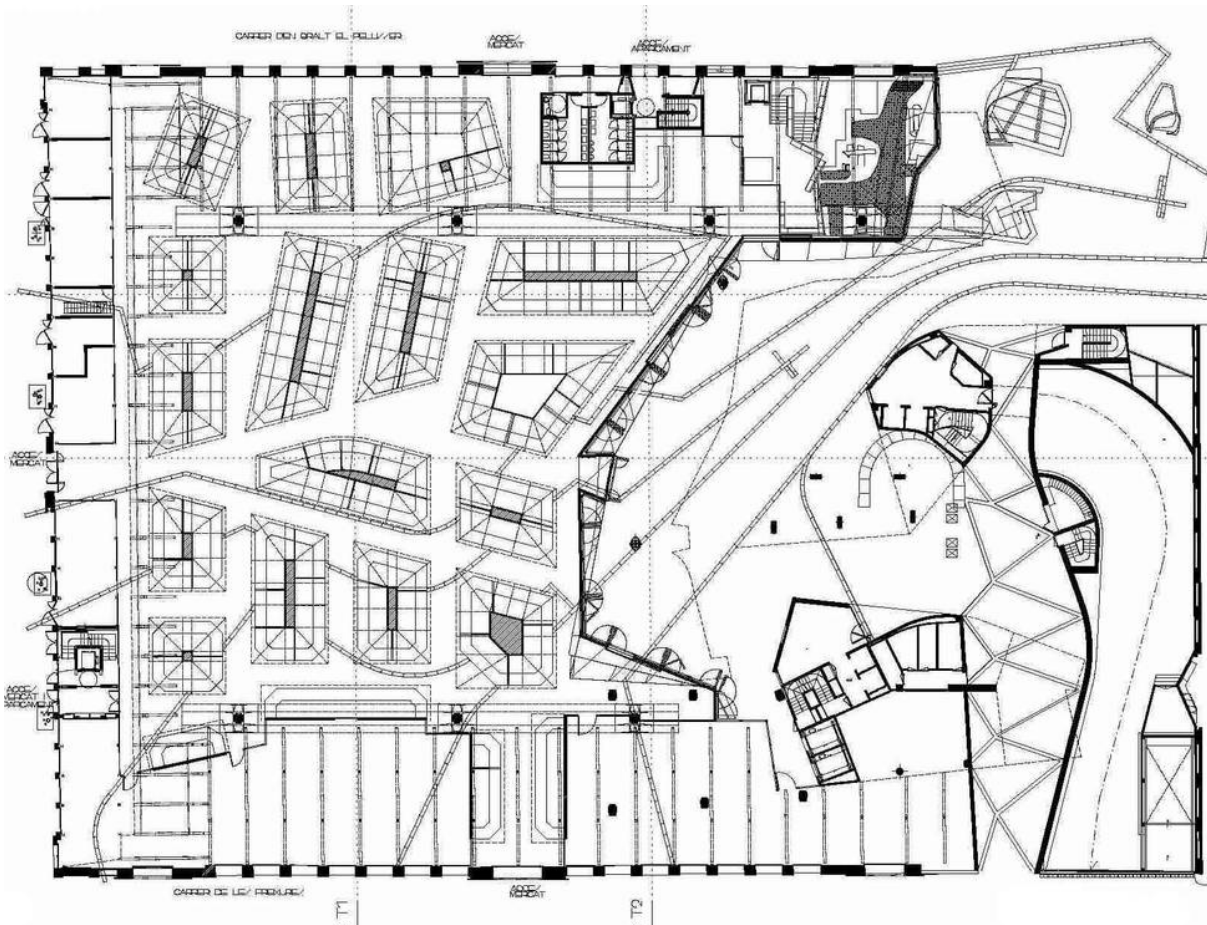
Underground 250 space carpark with space for articulated lorries serving the market

An "organic waste depository" for the Santa Caterina and La Ribera districts of the city centre.

Work on the market uncovered the remnants of the Dominican monastery (destroyed by Catalan revolutionaries in 1835) and a Medieval church (from 1241) and a late Roman necropolis.

Barcelona – Santa Caterina Market

Transformation



33 of the 100 Santa Caterina stalls have computer installations that allow stall holders to take orders by email from customers and to deliver goods to them.

Wave-like roof with 325,000 colourful ceramic tiles

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Barcelona – Santa Caterina Market



https://www.e-architect.co.uk/images/jpgs/barcelona/mercat_de_santa_caterina_a030711_1.jpg

Transformation



https://www.e-architect.co.uk/images/jpgs/barcelona/santa_catarina_embt250608_calexgaultier_1.jpg

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Barcelona – Santa Caterina Market

Transformation



<https://www.pinterest.ie/pin/360639882639654050/>

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Barcelona – Santa Caterina Market

Transformation



<http://www.barcelonaturisme.com/wv3/en/page/508/santa-caterina-market.html>

Barcelona – Santa Caterina Market



http://architectuul.com/architecture/view_image/santa-caterina-market/2451

Transformation

Cities need the inside outside “3rd place” that markets provide;

a place of interaction where cultures, ideas and goods are exchanged,

a place for all citizens,

a place for learning and questioning,

a place to listen and speak,

a place to gather,

an Agora, *in the broadest sense.*

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<http://www.mercatsantacaterina.com/Index.php>



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