

The Formation Mechanism of European Markets: A Study Based on Typical Cases

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Abstract

In urban renewal, the leaving and rebuilding of markets is a topic that is frequently discussed. Fairs are usually difficult to manage due to open air and non-fixed conditions, they are gradually unable to meet the needs of modern business. But European markets have a long history and show a Forward loop. The article hopes to explore the formation mechanism of European markets, select ten typical cases among them, and analyze the process and main points of the formation from stalls to markets. Finally, it summarizes the appropriate market development form in the urban expansion and renewal.

Keywords: market, formation mechanism, urban renewal

1. Introduction

The market is an important source of employment (Shi, 2020), a guarantee for the diverse and multi-level consumer demand of citizens, it is also an important carrier for stimulating the vitality of the city. The significance of the market is not just a market space serving commercial trade, but a kind of unique urban public space formed under the influence of local history, culture and traditional customs. It is a medium and carrier that can present national and local market culture (Xiong, 2016). But at the same time, the development of the market also has a series of problems such as occupying roads and affecting the urban landscape. The development of the current market economy needs to make up for these shortcomings and become a new urban economic model that meets the requirements of all aspects. European markets are undoubtedly a good form.

After a long period of development, the stall economy in Europe has gradually become a market model, which not only facilitates management, but also allows citizens to buy high-quality and inexpensive goods with a complete range of products, such as the Covent Garden Market in London, the Fish market of old port in Marseille. These historical markets are now become tourist attractions. European markets are constantly discovering new models, such as the Market Market Hall of Rotterdam and the Metropol Parasol in Seville. This article hopes to study the formation mechanism of these European markets and explore how different types of European stalls have developed into market scales and endure for a long time, in order to provide some new thinking and reference to the problems of markets in urban renewal.

The research objective is to focus on the formation mechanism of multi-functional European markets, including not only the strategic research on the spatial formation mechanism of traditional fairs, but also the innovative thinking on the formation mechanism of new markets. Through the in-depth study of cases, classification, comparison and induction, this paper summarizes the formation mechanism and strategies for urban fairs, and explores the new direction of development in the future. The evolution of the market has witnessed the historical social development. Its shape, space, mode and other characteristics are deeply affected by the local climate, customs, geographical environment and other aspects. It is the inheritance of regional culture. Its formation mechanism is not only a reflection of people's behavior habits and activities, but also a space evolved through time, which is most in line with the local cultural and economic development. In the study of the formation mechanism of contemporary urban market, this paper explores the method of regional continuity by excavating the similarities between contemporary urban market space and traditional market space.

2. Literature Review

The European bazaar originated from the slave market in ancient Greece. The emergence of European markets is inseparable from the development of squares. European squares provide a natural place for markets to bring vendors together. As a place for public activities, the square can bring a large number of people, so there are many academic viewpoints regard the market as the origin of the city.

The city square market in ancient Rome has been further developed. In the main square of Pompeii, stately buildings such as Basilica, temples, and Senate coexisted with public bath, outdoor markets, indoor markets and other living facilities (Cai, 2008). This indoor market can be seen as the embryonic form of today's European market.

In the Middle Ages, the real market appeared. The market was often held in the church during festivals, and certain goods needed to be obtained at a specific market. Lipson believes that the market first appeared because of religious factors rather than commercial factors. It can also be said that *if there is a religious festival, there must be a market, and if there is a market, there must be a religious festival* (Lipson, E., 1915). These markets stipulate that each bazaar is open for two weeks. The first week and a half is used to display goods, and the next few days are used for trading and settlement (Spufford, P. 2002). In the late Middle Ages, the market became one of the most important commercial carriers in Medieval Western Europe. In addition to the above elements, the most important characteristics of the market are "free trade" and "free participation". In the Middle Ages, the market was the only place with complete freedom of trade (Gras, N. S. B., 1922). Although the establishment time and geographical distribution were different, but the general trend of European markets was increasing and the distribution gradually became dense, which promoted the formation of the European internal market network (L. Benavolo, 2000). At the end of the Middle Ages, the nature of the market changed, and many large markets were formed, which became a long-term, fixed and comprehensive trading place. The goods sold in the market are only used to meet local needs, and the main purpose is to attract local and neighboring people (Yu, 2014). Donatella karabi's book *markets and cities: squares, streets and buildings in modern Europe* focuses on the urban market space, discusses and introduces in detail the origin and development of market space such as European urban market squares, streets and buildings in the Middle Ages, and lists the market space of key European cities as historical support (Calabi& Donatella,2004). Whether in the Middle Ages or early modern times, the vast rural areas have a large number of rural fairs, which is mainly because in England. *In Kent, about half of the fairs are located in small villages* (Dimmock, S. 2007).

At the end of the 15th century, Antwerp market in Netherland first began to change to an exchange, which became a symbol of the transformation from a market to an exchange in Western Europe. At the end of the 16th century, the establishment of Amsterdam exchange became one of the important symbols of the transformation of Western European commerce to modern times (Ning, 2012).

By the 19th century, the emergence of new materials had a revolutionary impact on the market. A large-scale cast-iron structured market appeared. The exterior wall was covered with glass. For this reason, the market space, which can only be located in the spacious outdoor area, was transferred to the huge market building. The market development in contemporary Europe can be divided into two main categories: the first category is the renovation and reuse of traditional market squares to add new functions, the second category is the construction of a new type of market building, which uses the entire building as a market. Markets are presented in a more diversified form in Europe. Markets are not only a place for shopping, but also a good place for citizens to relax, public activities, dinners, and entertainment (Figure 1).

At the case study level, most of them focus on individual well-known cases, including journal papers such as Shi Wenqian's, *One market, One world Rotterdam market building*, Li Xiangning's *Wonders of urban parasol in the old city*, and Xu Yanyan's *Exploration of market transformation strategies and methods under the background of urban renewal -- Taking the transformation of three markets in Barcelona as an example*. This paper attempts to make a horizontal comparison and induction of three different market spaces in Barcelona, which can be regarded as a preliminary study of comparative analysis and research of multiple market space cases.

The market square is the core space of many European cities. Vendors in traditional markets set up stalls in this open urban space for business activities. A typical European market square often presents a square or rectangular open space, or is located at a magnified node of a main street. It is usually located in the center of the city and is surrounded by major buildings in the city such as the city hall, parish church, important shops, hotels and post offices. Traditional market architecture was originally closely integrated with the market square. For example, the cloth hall in the center of the square mentioned above (popular in the Middle Ages and lasted until about the 17th century), in addition to the market function, can serve as a public gathering and leisure entertainment for locals either. The large number of indoor markets built between the 19th and 20th centuries were separated from the original composite functions, and the spaces and functions were more purely concentrated. Compared with traditional market squares and traditional market

buildings, the new market buildings that appeared in large numbers in European cities from the end of the 20th century to the beginning of the 21st century showed a trend of more diversification in terms of function and form.

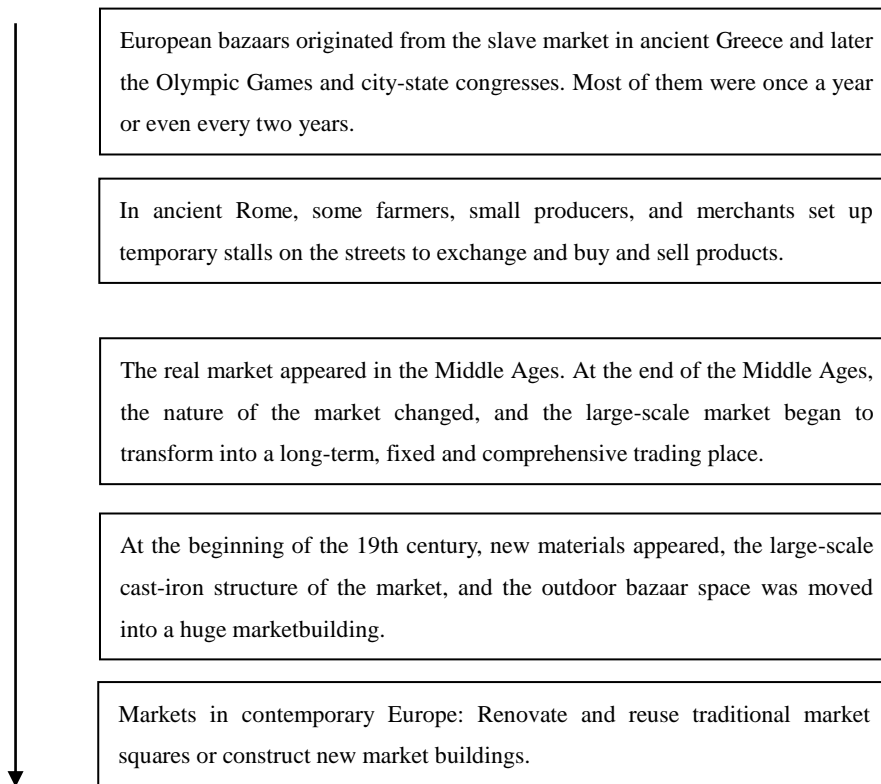


Figure 1. The origin and development of European bazaars

3. Methodology

Literature research: Collecting literature related to European markets. This paper focuses on three aspects of literature: the origin and historical evolution of European city fairs; The evolution process of market formation mechanism and function compounding; Case study and analysis of European city fairs.

Case induction: the classification and induction of research cases can more systematically and accurately analyze and summarize the formation mechanism of urban market. According to the spatial types of market space selected, including three spatial types: traditional market square, traditional market building and new market building, the top-down and bottom-up formation mechanisms are summarized for classification.

4. Results and Discussion

According to the time they were formed , European markets can be divided into two categories, traditional market squares and new market buildings. The traditional market square relies on a long history, and the new market building built with its unique shape, new construction technology and materials, unique layout and management mode creates a richer landscape for the city.

This paper focuses on the formation mechanism of European markets, which can be divided into bottom-up and top-down types. Traditional markets are mostly bottom-up formation. Vendors set up their stalls and gradually expanded into markets; while new bazaar buildings adopt a top-down approach. This formation built the market first, determined the scale, Venue, business methods, and then let vendors settled in; or built a new indoor market on the basis of the original outdoor open-air market.

The study selects 10 European markets as cases, including representative markets in different regions, different cultural backgrounds, and different formation times. At the same time, the formation mechanism covers the market that has not changed until now, the market that has been reborn after a long history of transformation, the market that uses new technology, the market that relies on the square and the individual market building, analyzes its formation mechanism and

key points.

4.1 Bottom-up Formation

Top-down markets are those with a long history, mainly square markets. The square is an important part of European cities and the main place for public activities, which is very suitable for the formation of markets. The government has introduced corresponding policies and measures to continuously mix the functions of these old markets. Take the Covent Garden Market as an example. It is located in the center of London. It was established in the 17th century and gradually developed into the largest market for flowers, fruits and vegetables in London. In the 20th century, the market was gradually unable to adapt to the new demands, and it experienced the tempest of being demolished, and finally survived through the efforts of the community. Covent Garden Market is a classic case of urban heritage protection in the 1970s in the United Kingdom, and it is also an important case of renewal of the old city center in the same period (Zhou,2014). It can be seen that bottom-up formation is the basic form of traditional markets. They are spontaneously formed by vendors and form a certain scale. The government usually adopts small-scale renewal methods, or moves from outdoor to indoor for preservation and development (Table 1).

Table 1. Cases of bottom-up markets formation in Europe

City	Name	Type	Formation	Key points of formation
Munich	Viktualienmarkt	Traditional market square	Bottom-up type	<ul style="list-style-type: none"> ▪At first it was formed spontaneously by vendors, and later the king ordered the expansion of the scale. ▪New commodity types ▪Catering and leisure functions
Morocco	Jama âel Fna Square	Traditional market square	Bottom-up type	<ul style="list-style-type: none"> ▪Under the dual influence of European culture and Arab culture. ▪The market focuses on the development of tourism, and its functions are constantly mixed
Nottingham	Old Market Square	Traditional market square	Bottom-up type	<ul style="list-style-type: none"> ▪First for the traditional regular farmer's market ▪In 2004-2007, the old market square was renovated, and a certain outdoor space was expanded to enable it to hold some large-scale concerts and realize the composite function.
Padua	Piazza delle Erbe	Traditional market square	Bottom-up type	<ul style="list-style-type: none"> ▪The middle of the square was originally a palace, but markets gradually formed on both sides of the palace. ▪The scale of the market was expanded, and arcades were built on both sides of the ground floor of the palace to introduce part of the market into the room.
Marseille	Vieux-Port	Traditional market square	Bottom-up type	<ul style="list-style-type: none"> ▪It was originally a historic market on the edge of the old port of Marseille. ▪In 2011, create a semi-open space in the area where the fish market is located, and integrate the market and performance venues
London	Covent Garden Market	Traditional market building	Bottom-up type	<ul style="list-style-type: none"> ▪ In the 16th century, the first merchants and vendors came to the square. ▪In the 1750s, small outdoor markets for fruits, vegetables and flowers began to be stationed. ▪ In the 19th century, the neoclassical market was constructed and the outdoor market was moved indoors. ▪In the 20th century, the market was transformed to weaken the attribute of the farmer's market and become a comprehensive shopping center.

4.2 Top-down formation

Top-down bazaars are mostly newer ones during the construction period, such as the Mercat de la Boqueria in Barcelona and the Mercado Central in Valencia. These markets were built in large indoor spaces at the beginning of their construction, with novel forms. It can meet a series of requirements such as hygiene and safety, and leave extra space for development, so these markets do not need large-scale renovation. The market like the Markthal Rotterdam, a new building is completely built on the original site. The building is connected to the city's underground heating system. The indoor market can create a very comfortable internal environment without installing any air-conditioning equipment(Shi, Liao & Xu,2015). Such markets use new building materials and new technologies to achieve a certain degree of sustainability, use unique exterior designs and ingenious interior spaces, not only to give local citizens a better consumption experience, but also to enrich the urban landscape (Table 2).

Table 2. Cases of Top-down markets formation in Europe

City	Name	Type	market	Formation	Key points of formation
Barcelona	Mercat de la Boqueria	New building	market	Top-down type	<ul style="list-style-type: none"> ▪ Built in the 13th century, the cast iron roof was built in 1914. ▪ Vendors display melons, fruits and vegetables beautifully. The market develops by itself, without external influence, and new functions for catering and tourism have been added.
Valencia	Mercado Central	New building	market	Top-down type	<ul style="list-style-type: none"> ▪ Built in 1914, Art Nouveau style ▪ It has not been updated and new functions have been added
Seville	Metropol Parasol	New building	market	Top-down type	<ul style="list-style-type: none"> ▪ Originally a market building in the 19th century, it was demolished in 1948. ▪ In 1990, the market was decided to build a new market building, preserve the underground site, and form an aerial landscape corridor by using the elevated Metropol Parasol structure.
Rotterdam	Markthal Rotterdam	New building	market	Top-down type	Originally the largest open-air market in the city, in order to ensure food hygiene, a new market building was built to move the market into a large-scale indoor space.

5. Conclusion

5.1 Respect and Continuation of Market Culture

Through a large number of literature review, it is found that the people of European countries have special feelings for the market. It has been preserved in the development and renewal of the city. Market, as a public space most closely related to daily life, not only meets people's most basic social life needs, but also as the oldest public building in the city, witnessing the rise and fall and changes of the city (Xu,2015). It is true that the open-air market has gradually been unable to meet the needs of modern people. The continuous expansion of the city makes these large-scale and small-scale fairs seem out of place, but it is the European respect for the market culture that makes these distinctive fairs continue. What Europe thinks about the fate of the market is not demolition, but renovation. The market has become an indispensable part of European life and an important source of urban culture and urban memory.

5.2 Make Multi-Functional Market

Large shopping malls and supermarkets emerge endlessly, and the shopping functions of markets are constantly reduced. Naturally, you can buy a complete range of goods with high quality and low price in the market. However, under the impact of the emerging business model, the market needs to be endowed with new functions to show its unique advantages. Jama âel Fna Square in Morocco, for example, vigorously develops the tourist function of the market. The old Market Square in Nottingham and the Vieux-Port in Marseille have transformed fixed farmers' markets and old markets by the docks into semi-open Spaces for concerts and performances. This is especially true of the new market, which is a mix of fresh food, restaurants, stalls, supermarkets, sightseeing and underground parking. Nowadays, the function of European market has long been not only trading stalls, but has become a combination of various functions, and has become an integral part of the city with its semi-open space and free interaction form.

5.3 The Development of New Technology in the Market

The remodeling and new market buildings in Europe have taken advantage of a large number of new technologies. The reconstruction of old markets, such as Nottingham old Market Square, improves the functional renovation of market square by introducing water features in the landscape reconstruction. Paved with different colors of granite, the square is divided into two parts. On the west side, granite of three different colors was transformed into a shallow pool fountain with overlapping water (Xiong, 2016).

In the newly-built market buildings, new technologies are more widely used, such as Metropol Parasol in Seville, a huge wooden structure composed of six mushroomed nonlinear umbrella-shaped structures, It provides a comprehensive building integrating functions, culture and commerce. Maya modeling software was used in the design. The node design and construction drawings are deepened through CATIA's powerful digital construction platform In terms of materials, a micro composite wood board called "Kerto" is used, which is gelatinized by 3mm thick slices (Li, Zhang & Meng.,2014)..The application of these new technologies makes the traditional market show new vitality, integrating history with modern engineering technology and modern culture.

5.4 Vendors' Consciousness and Aesthetic Quality

It is not only through external renovation that European markets show neat and exquisite appearance, but also through the quality of vendors themselves. At Mercat de la Boqueria in Barcelona, for example, where vendors display fruits and vegetables beautifully, nothing has been changed and new functions have been added. Street vendors constitute the main body of the market. In Europe, vendors are relatively fixed in the market without great mobility. Even many stalls are handed down from generation to generation, and the street vendors will carefully care for their stalls and display them beautifully. This will form a virtuous circle, goods beautifully placed, can not only attract customers, but also make the whole market has a good visual effect.

5.5 The Combination of Spontaneous Formation and Government Management Renovation

A large number of cases show that most European markets originated from the spontaneous formation of vendors, which is a bottom-up formation mechanism, even occupying the square as the center of the city, but the government did not restrict it. They even introduced corresponding incentive policies and measures. For example, in Piazza delle Erbe, the center of the square made the palace and the market was formed on both sides of the palace at first. Later, the market was enlarged, and arcades were built on both sides of the bottom of the palace to introduce a part of the bazaar into the room.

It can be seen that the formation, continuation and development of the market are the result of the combination of bottom-up and top-down formation. The market is formed from the bottom-up has a simple form. In the middle and late stages of development, it is difficult to meet the needs of urban landscape and urban cleanliness. At this time, it needs top-down renovation, and the government needs to introduce policies or attract investment and renew in the city. At the same time, the market culture is preserved, and the unique market can be used as a part of the urban landscape and urban culture.

6. Recommendation

The formation mechanism of European bazaars can be divided into bottom-up type and top-down type. China's stalls are mostly bottom-up, fragmented and small, difficult to manage. You can learn from the European case to gather vendors to form a bazaar to facilitate management, and to shift from outdoor to indoor, which can not only meet the needs of sanitation, but also give it a certain amount. Tourism and catering functions. In Europe, the respect and protection of the bazaar is an important reason for its preservation. Both the people and the government have adopted an inclusive attitude towards the bazaar containing the memory of the city.

If China wants to vigorously develop the market economy, it needs to introduce firm support policies and reasonable management measures, establish a multi-functional and composite creative market, and retain the old market in urban renewal. Change the original image of the stalls in people's minds, gather the stalls into a bazaar, and create a unique urban characteristic for it.

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