

The Market Of All Markets



Introduction

In the context of Mediterranean culture, the market has constituted and continues to remain a central theme of city life, not just for the exchange of goods and services, but also as a meeting point and as a place for recreation.

All across the Mediterranean, both northern and southern coasts, the market has become a place of leisure for citizens, thanks to its connotations of healthy and fresh products, and a tourist attraction.

Using this definition, and by providing gastronomic offerings and activities, we have created “The Market Of All Markets” to capture everything that goes on at the market; from the cellar to the square itself.

Situated at the Pla de la Catedral and Pla de Santa Caterina, the former will house the “Market Of All Markets” and the latter will be used for guest markets and other activities.

In Barcelona. The Mediterranean in just one market space. The “Market Of All Markets”



How does it work?

“The Market Of All Markets” is divided into two parts:

The Market Of All Markets

Market space and exhibits

Activity Zones

The Best of each Market

Mediterranean Markets

Wine Market
(Denominations of Origin)

Sponsors

Market Cooking

Institutions

Farmer Space

Pimecava

The Sommeliers' Wine Celler

The Market Square

Activities for Kids

Event Details

WHEN WILL IT TAKE PLACE?

From the 22nd-24th October 2010

WHERE?

At the Pla de la Catedral and at the Pla de Santa Caterina

WHO'S INVITED?

All of the citizens of Barcelona

HOW MANY PEOPLE ARE EXPECTED TO COME?

More than 150,000 people

WHO'S PARTICIPATING?

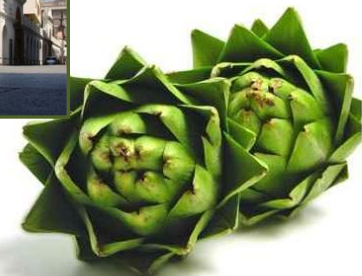
*39 stalls showcasing each market in Barcelona
15 selected bars from the markets of Barcelona
The various denominations of origin and certified products of Catalonia*

WHO'S ORGANISING THE EVENT?

*The council of Barcelona
The institute of the markets of Barcelona*

WHO'S FUNDING THE EVENT?

The Department of Agriculture (Generalitat de Catalunya)



Media/Ad Coverage



The following list details the advertising/media plan for the event and the various methods of communication.

- ✓ Radio advertisements on RAC1 (Catalunya Radio) from the 1st-24th October 2010.
- ✓ Presentation of the event in the form of a **press conference** on the 7th October at the Santa Caterina Market.
- ✓ **Ad features** of 2 pages in the Periódico, Vanguardia, ADN and 20minutos newspapers on the 13th October.
- ✓ Distribution of over **150,000 event programmes**:
 - 80,000 to the Periódico de Catalunya.
 - 60,000 available at various information points across the city.
 - 10,000 to restaurants and hotels, catering agencies etc.
- ✓ Advertising in Infomercados, with a circulation of 30,000 on the 15th and 16th of October.
- ✓ Distribution of 100,000 event flyers to hotels, information points and markets.
- ✓ Approximately **1,600 banners** across the city of Barcelona.
- ✓ Image placed on **200 bus/metro stop advertisements** across Barcelona.
- ✓ Advertising on over **4,000 posters** in the city and **100 posters** within the markets of Barcelona.
- ✓ Advertising on **Boqueria TV**.
- ✓ **Web Banner** on the council of Barcelona website.



Market Space and Exhibits

THE BEST OF EACH MARKET

A market space containing 39 stalls, each one representing a different market in Barcelona. The market will be divided into product groups and each market will decide which stalls will be represented within the various groups.

MEDITERRANEAN MARKETS

A space comprised of stalls representing different markets such as: Geneva, Turin, Marseille etc.

WINE MARKET

A space comprised of stalls, including denominations of origin and certified products of Catalonia.

SPONSORS

A space where there will be between 5 to 10 marquees (3x6m) for sponsors.



Market Space and Exhibits

COOKING WITHIN THE MARKET

A selection of 5-10 bars found within the various markets, chosen by a committee of renowned chefs with restaurants in Barcelona. Each bar will provide one tapas dish using mediterranean products and products of the various denominations of origin and those that are certified. These tapas dishes will be sold directly to the public.

INSTITUTIONS

A space dedicated to sponsoring institutions: Generalitat de Catalunya, Ajuntament de Barcelona, Diputació de Barcelona, Instituts de Mercats, Med Emporium.

FARMER SPACE

A space dedicated to the producers who are part of the Gastroteca. Farmers who sell their products directly to the consumer.

PIMECAVA

Space destined for the wine cellars and marks that are part of the Pimecava, for sale and tasting of Cava



Activity Zone

THE SOMMELIERS' WINE CELLAR

A space which will include oenology activities, both educational and interactive

MARKET SQUARE

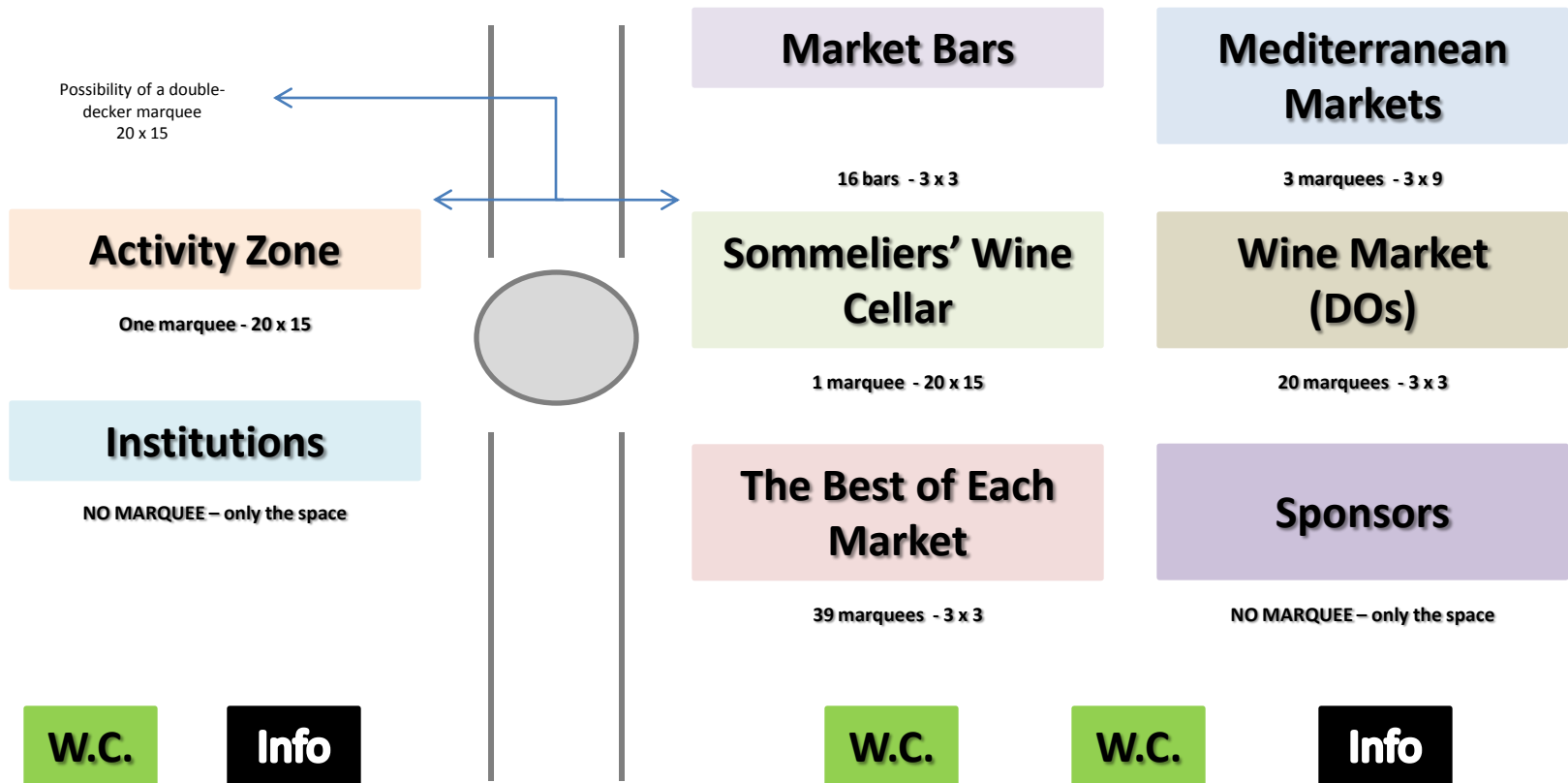
A space filled with marquees offering an entertaining and varied programme of activities in the form of cooking demonstrations, product tastings, round tables, discussions, etc...

ACTIVITIES FOR KIDS

A space filled with marquees offering activities for kids.



Distribution of Spaces





Project cofinanced by the European Regional Development Fund

