

MANAGEMENT OF MARKET TRADE IN BORDER TOWNS ON THE EXAMPLE OF CIESZYN

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Purpose: The purpose of this article is to assess the level of development of market trade in border towns on the example of Cieszyn. Markets have been the place of retail sales of everyday goods for many years. However, their importance as a place of sale has been steadily declining for years. This is due to the increasing role of large-format shops, such as hypermarkets, supermarkets, discount shops, shopping centres and online shops. Furthermore, in border regions, the condition of market trade is determined by the purchasing preferences of customers from neighbouring countries, such as the Czech Republic or Slovakia in the example under analysis.

Design/methodology/approach: The research included studies of specialised literature on trade and marketing. The article quotes official data from the Central Statistical Office [GUS], the CSO Local Data Bank as well as the results of survey research published in the specialist literature. In addition, data from the Municipal Markets Department, which is an organisational unit of the City Hall in Cieszyn, was used. The timeframe of the analyses conducted covers the years 2018-2023.

Findings: The article includes a characterisation of the origins of market trading, a description of selected historical European markets, such as the Greek Agora, the Roman Forum, medieval and renaissance markets, and the contemporary Santa Caterina market in Barcelona. The authors further described the classification and characteristics of marketplaces. The next section explores the functioning of markets in Cieszyn, including the decline in the number of markets, their sales area and the number of sales outlets over the analysed period. The considerations were supported by a compilation of current statistical data.

Research limitations/implications: It would certainly be worthwhile to repeat representative research in the future, among both actual and potential customers of Cieszyn's markets, but also among the stall renters, i.e. sellers of goods, as well as among representatives of other interest groups such as customers from the Czech Republic and Slovakia.

Practical implications: Effective management of the development of local market trade in border towns such as Cieszyn benefits customers and sellers of goods as well as the local government. The article also points out the determinants of choosing a particular market, bazaar or inner-city marketplace as a shopping destination.

Originality/value: The results of the analyses are of both cognitive and pragmatic value, especially in the context of developing and implementing plans for the development of the market trading format in Cieszyn.

Keywords: Marketplace trade, retail trade marketing.

Category of the paper: Research paper.

1. Introduction

Market trading is one of the oldest forms of retail trade. Its origins are linked to the institution of markets, i.e. fairs (Szromnik, 2014). This form of sales has a centuries-old tradition and continues to function in modern times. Market trading maintains a primarily local character and is complementary to other forms of retailing (Wojdacki, 2011). Currently, the terms "market", "bazaar", "fair" and "marketplace" are used interchangeably. Markets are designated areas and structures (squares, streets, market halls) with permanent or seasonal small-retail outlets or facilities for trade on particular days of the week or on a daily basis. Non-store retailing is carried out with the use of kiosks, storerooms, market stalls, store places, sheds, silos, elevators and other facilities equipped with appropriate equipment and technical devices for the storage and trade in goods (Ciechomski, 2014).

Market trading, while retaining its local character, is complementary to other forms of retailing, including those based on stationary retail outlets (Szumilak, 2008). At the same time, it is the form of retail trade whose organisation and functioning is most affected by local government authorities. Market trade is also an important direct sales channel for agricultural products and an important element of local food systems. More on this subject is written by (Karwat-Woźniak, 2013) and (Bareja-Wawryszuk, Gołębiewski, 2013). In addition to agricultural products, handicraft products are traded. The significant role of market trade in the recent past is evidenced by the fact that its share in the FMCG retail market was estimated at 5-10% (Kosicka-Gębska, Tul-Krzyszczuk, Gębski, 2011).

Prices at marketplaces are set by negotiation. Municipalities regulate legal and tax issues. Similarly to other shopping places, a market has its advantages and disadvantages. For the buyer, buying at a market means a lot of space for negotiating the price with the seller. There are no queues at markets and the range of products is relatively wide. The food products, unprocessed, are very often of good quality. Personal service and contact with the seller can foster long-term relationships and build customer trust (Malinowska, 2016). On the other hand, at most markets it is possible to pay almost exclusively in cash, which makes the shopping experience less convenient for some customers. Not many sellers, generally those located in buildings or halls, provide the possibility to pay by card.

2. Historical European markets

The market is a public space. It is a place where democracy once was formed, where architecture is created and where people meet. Democracy was shaped by people who did not know each other and, instead of wielding the sword, had to learn to cope in another way - by communicating with each other. Markets and marketplaces are often the oldest elements of a city's urban planning that have survived to the present day. Markets were the cornerstone of cities - they were the motivation for its creation, as organised exchange was one of the first reasons why people started to stop at certain places (Kvapilová, 2015). Many of these places have survived to this day (either renovated or in the form of ruins) and are not only a centre of interest for tourists, but they are also witnesses to the history and development of the agglomeration. The following characterisation of some historical markets is based on the work "Olomoucká tržnice" (Minarovič, 2019) and other studies (Sitte, 1995). Historically, the most interesting markets include:

The Greek Agora

The facility is a phenomenon, a memorial to the greatest bustle of ancient Greek cities, a centre of economic prosperity and public life. It was here that the philosophies and ideas shaping humanity to this day were born. It is where democracy evolved. Originally, the agora was just a spare place, a square where fairs were held. This economic activity was a "magnet" for arriving citizens. Agora in Greek means market place, trade. In an archaic sense, it was called a public space - a square where citizens gathered to carry out trade transactions, but also to announce court verdicts, etc., which basically means that the agora was the centre of the public life of the city. Agora was the place where the market surveillance authority and other bodies functioned. In Athens, officials called agorans worked in the agora, making sure that the goods in the market were clean and undamaged. They also collected fees from foreign traders for permits to sell goods. They also made sure that established weights and measures were respected and imposed penalties on dishonest sellers.



Figure 1. Stoa of Attalos on the Athenian Agora.

Source: <https://www.expedia.com/Stoa-Of-Attalos-Athens.d6062029.Vacation-Attraction>.

On the perimeter of the agora, in addition to the temples and administrative buildings, there was a stoa, i.e. covered passageway or portico, which surrounds the agora. The stoa is a public space. In case of bad weather, merchants sold their goods here, artists exhibited their works or religious gatherings were held in it. It is a two-storey building, a kind of colonnade framed by columns on three sides. On the fourth side there were rooms directed inwards, used as merchants' storerooms.



Figure 2. Stoa of Attalos - columns on the ground floor.

Source: <https://www.expedia.com.tw/en/Stoa-Of-Attalos-Athens.Vacation-Attraction>.

The Roman Forum

The Roman Forum was, formally and in terms of importance, a continuation of the Greek Agora in ancient Rome. It was a marketplace located in the busiest part of the city. Fairs were held there and the city administration functioned, but it had less ideological and spiritual significance than the ancient Greek Agora.



Figure 3. The ruins of Trajan's Market at the Forum of Trajan in Rome.

Source: <http://www.jeffbondono.com/TouristInRome/TrajansMarket.html>.

The Roman way of life and the gradual loss of spiritual values in favour of consumerism and hedonism meant that the Roman Forum served mainly commercial purposes. In addition to these, the Roman Forum also had the important function of communicating between the emperors of Rome and the public - a function that stemmed from the need to ensure social

interaction. The Forum was also a phenomenon in terms of social communication. It was through his erudite speeches in that place that the emperor secured his extraordinary popularity and the favour of the citizens.

The Romans built a huge covered market hall. Trajan's Market is the first such large building. It was a large complex of 150 shops, offices and various workshops. The market was a huge, semicircular structure, with six floors. On the ground floor there was a large hall used for various cultural purposes, especially the organisation of concerts. The upper floor had the offices of the market administrators. Next to the offices there was a storeroom where goods were kept. It was the busiest, however, on the lower levels. That was the place where everyday items, such as wine, olives, oil or fish could be bought. In a sense, the market was what shopping malls are today (Trajanův trh, 2018, online). Many shops were small, so it was not worthwhile for customers to enter them, so the shopkeeper usually stood in the entrance and it was sufficient for the customer to simply say what they needed. The seller would bring the goods and the exchange would take place in front of the entrance. As with the Greek agora, Trajan's Market offered a wide range of goods and services, from providing labour by slaves, buying food from local farmers to selling expensive textiles from all over the known world at the time.

Medieval and renaissance markets

After the period of antiquity, the significance of markets declined. Magnificent markets such as the Trajan's Market are either rebuilt or deserted. Furthermore, in the Romanesque period the defence of many towns was carried out without stone fortifications. Thus, every bourgeois house was also a defence element and its ground floor had to be properly massive with a minimum number of openings for doors and windows. Consequently, there were no opportunities to open a shop on the ground floor. Thus, light sheds and stalls were created where sales took place (Sitte, 1995). It was only with the advent of the Gothic and Gothic fortifications that the situation for trade improved dramatically. Town halls were built in the town squares, providing space for merchants on the ground floor. The inspection of food and the collection of sales fees could therefore take place directly in the town hall. Guilds began to develop in the cities, which gave rise to covered markets. A well-known example is the "Vleeshuis", e.i. a slaughterhouse building in Antwerp. It is an longitudinal single-storey and single-aisle hall where cattle were slaughtered and meat sold. The Renaissance gave even more openness to architecture, which also brought major changes in the building of markets. They were located outdoors in the squares. In addition, their surfaces were paved and decorative fountains were built. Arcaded structures covering markets, such as the Loggia del Mercato Nuovo in Florence, appeared.

Modern marketplaces

The market should be defined by space, and not close the space off. It is a public place and should be accessible to all. The Ghent's market, for example, is a typical open hall, which was

chosen precisely to preserve the public space. An interesting blending of functions emerges here, where the market blends in with the square and the hall building complements it. Only seasonal or annual fairs are held in the square, and the basement of the market is home to a bicycle parking area and a community centre.

Meanwhile, in the Netherlands, regulations require traditional fish and meat markets to be held in covered areas for hygiene reasons.

The Santa Caterina Market in Barcelona is a characteristic building located in the centre of Barcelona's old district. The original site was an old market hall from the 19th century, which was no longer sufficient for the requirements of the time, and the decision was made to rebuild it. All that remains of the old building is the floor plan and facades, which are covered by a distinctive wave-shaped roof.



Figure 4. The Santa Caterina Market in Barcelona.

Source: <http://www.mirallestagliabue.com/project/santa-caterina-market-renovation>.

From a typological point of view, it is a closed market. It retains the horizontality that was also typical of the original market square. It forms a single block, as large as the surrounding buildings, so it fits in with the surrounding urban structure, making it blend in well with the neighbourhood, and adding energy to the place in which it is located. The market is open all year round, and the wine and food market is its quintessential feature.

The above examples of selected ancient, medieval, renaissance and modern marketplaces prove that it is a form of trade characterised by timelessness and high resilience to the turbulent conditions of the socio-economic environment in which this form of sales operates. Market trading is not a homogenous category, as it comprises a variety of marketplace types.

3. Types of markets

Market trading is as old as humanity. Only at a certain stage in its evolution did it begin to centralise and institutionalise. Whilst markets sell basically everything a customer wants to buy, one might also distinguish narrowly profiled, specialised types of markets. A classification of markets may include the following:

- 1) **Specialised markets** – such as vegetable, fruit, fish, meat markets. Often city streets or markets received their names precisely from the fairs that were held there in the past (Minarovič, 2019). Nowadays, marketplaces profiled very narrowly - on one range of goods - are rare, and multi-range markets rather dominate. These markets have been replaced by stationary and online shops, and especially by modern large-area retail formats, such as hypermarkets, supermarkets, discount shops and shopping centres, which provide buyers with a variety of products and the associated benefits of free choice of preferred goods;
- 2) **Weekly markets** – held regularly once a week. They usually offer basic food products sold to local residents;
- 3) **Farmers' markets** – in essence, this is similar to a weekly market, the difference being that sales are not just made within the local community, as food producers from a wider area sell their produce at these markets. This is generally organic food, e.g. labelled as bio, eco. This type of markets is usually co-organised by the municipality, for which it is also a cultural and social event, as, in addition to sales, it can feature, for example, handicrafts and other products of local artistic handicraft. An example of this type of market is the wine market in Mediterranean countries. These are essentially more luxurious markets where visitors come to taste and purchase the liquors on site, as well as cheeses and other accompanying accessories for wine consumption. The format of this type of market is becoming very popular and is spreading beyond the Mediterranean;
- 4) **Bazaars and "flea markets"** – in its original meaning, this is a Persian term for a market or fair. In its figurative sense, it is an exotic marketplace anywhere in the world. Therefore, it is a place of sale where second-hand goods are generally offered outdoors. In the past, the so-called Vietnamese markets were popular in Poland and other Eastern and Central European countries, where Vietnamese immigrants or their descendants were the sellers offering low-priced, low-quality goods, including clothes, shoes, jewellery, electronics and others;
- 5) **Annual occasional fairs** – commonly a fair is a type of market with strong local traditions. It is a one-time fair that usually occurs only once a year. Its duration is usually several days or even more than a week. The marketplace is also associated with various festivities, such as Christmas and Easter. The name of the fair is often derived from these festivals. Mostly occasional products are sold here.

4. Operation of marketplaces in Cieszyn

The organisational, administrative and functional features of Cieszyn's bazaars have been changing over the years. Three characteristic consumer-oriented subsystems can be distinguished in the spatial and commercial structure of Cieszyn (Kulczyńska, Matykowski, 2008). The first one is the traditional small-retail trade, which existed in the 1990s. Subsequently, marketplaces - the second subsystem, particularly popular in border towns - appeared alongside permanent retail outlets already in the early 1990s (Matykowski, Schaefer, 1996). This traditional trade structure was significantly changed at the turn of the 20th and 21st centuries, when supermarkets appeared in the commercial space of Cieszyn - the third subsystem, modernising the city's existing trade system. The emergence of large-format retail outlets in the city space led, over time, to a decline in the number of small-retail outlets (as well as stalls in marketplaces), which could not withstand the competition with supermarkets. This process confirms the trends observed by other researchers on the evolution of marketplace trade that this sales format is now only complementary to other forms of retailing (Hamulczuk, 2016; Wojdacki, 2016; Sojkin, Michalak, 2018) and does not play a dominant role as it did in the last decade of the 20th century. The gradual takeover of consumers by retail outlets has resulted in the number of marketplaces decreasing significantly and some disappearing from the urban space altogether, as documented by the figures of the CSO Local Data Bank. Between 2010 and 2020, the number of permanent markets decreased from 2235 to 2122, and seasonal markets from 6913 to 6248 (Ciechomski, 2022). In Cieszyn, the number of markets decreased from 9 in 1995 to 6 in 2022. Still in the 1990s, the markets on 3 Maja Street and at the Amphitheatre, and later the market on Rzeźnicza Street, ceased their activities.

An important factor determining the functional possibilities of market trade is the qualitative structure of marketplaces. Based on statistical data made available by the branch of the Central Statistical Office in Bielsko-Biała, an analysis of changes in the number and area of marketplaces and permanent small-retail outlets in total in the period between 2018-2022 was conducted. All marketplaces operating in the city of Cieszyn (in the number of 6) are marketplaces with predominance of small-retail sales. Some of them typologically can be categorised as indoor markets and the rest operate outdoors as open-air markets.

In the analysed period, there were six operating markets in Cieszyn, including four municipal markets, i.e. the manufactured market in Katowicka Street, the agri-food market in Stawowa Street, the Municipal Market Halls at 6 Stawowa Street and the places for trading in agri-food products in Stary Targ Street. In addition to municipal markets, there are also private markets in the city space: in Stawowa Street, which is neighbouring the municipal market in Katowicka Street, and the market in Łyska Avenue, which is very popular with customers.

The market in Katowicka Street and the market in Stawowa Street operate on Wednesdays and Saturdays, while the market in Łyska Avenue operates from Monday to Saturday.

The administration of municipal markets is carried out by the Municipal Markets Department, which is an organisational unit of the Town Hall in Cieszyn. It should be mentioned that the decrease in the number of markets in the examined period was also accompanied by a decrease in the sales area of the markets and a decrease in the number of sales outlets, as shown in Table 1.

Table 1.

Sales area of marketplaces and number of sales outlets in Cieszyn

Specification	2018	2019	2020	2021	2022
Area in m ²	9399	9399	8891	8147	7851
Total permanent sales outlets in Cieszyn	770	731	705	540	489
Permanent sales outlets in the markets	63	61	52	52	52

Source: Own study based on the Central Statistical Office [GUS] data.

When analysing the activity of Cieszyn's markets, it should be emphasised that the Czechs and Slovaks account for the majority of customers there. Therefore, one can observe a high number of advertisements or signs in Czech, on which the names and prices of goods are displayed. In addition, moving around the space of Cieszyn's markets, one's attention is drawn to the widely used, although somewhat clumsily applied Czech language, which is used by Polish salesmen who want to make shopping easier for foreign customers. At Cieszyn's markets it is possible to pay in the Polish zloty, the Czech koruna, the EU euro, and many outlets offer the possibility to pay by credit card.

On the other hand, in the light of the results of a survey carried out on a group of 119 inhabitants of Cieszyn, respondents declare a generally positive attitude to the existence of bazaars in the city (66%), only 8% considered that Cieszyn's bazaars are a negative phenomenon, and 25% had no opinion on the subject (Kulczyńska, 2020, p. 38). Residents who positively perceive the functioning of markets in the city space most frequently indicated as arguments the lower prices of goods (23%), the good atmosphere for shopping (20%), the wide selection of goods (18%), the high quality of products (12%) and the favourable location of the bazaar (10%). On the other hand, respondents with a negative attitude to Cieszyn's bazaars, as a reason for this, indicated the poor organisation of the market, in particular the lack of parking spaces (69%), excessive noise (42%) and littering in the market square (36%). Also a small number of respondents indicated a low sense of security and fear of theft (22%). The quoted research also found that the residents of Cieszyn, despite the declining role of markets, still shop there (85%). Respondents buy both groceries (62%) and manufactured goods (38%). Among grocery items, vegetables (29%) and fruit (24%) were the most frequently purchased, as their availability was the greatest and their quality the highest.

A new phase in the operation of the marketplaces in Cieszyn turned out to be 2023, with a noticeable increase in the number of Czech and Slovak customers, who are attracted by the possibility of doing their shopping much more cheaply, not only at the markets, but also in supermarkets and petrol stations. Czech public media estimate that shopping in Poland allows Czechs to save at least one third of the money they spend. Foreign customers appreciate not only the significantly lower prices, but also the wide range of tasty food products and a wide selection of fashionable clothing.

5. Conclusions

In the future, globalisation as well as modern information and communication technologies will pose a major challenge to modern commerce. They will radically affect consumer preferences as well as where and how people shop. In other words, they will determine the development of new lifestyles and consumption. The trend towards shopping at home has been growing for some time now. In part, this is a consequence of the COVID-19 pandemic. Overall, however, such a situation could ultimately have a devastating impact on traditional small-retail formats, including merchant and market trade. In this context, it is worth looking at marketplaces in the light of their future. On the other hand, the emergence of modern shopping centres also has a negative impact on market sales. However, in the post-pandemic year 2023, Cieszyn's markets have again become very popular and attractive for a certain group of people. In doing so, they have had to adapt their offers to the preferences of Czech and Slovak customers and transform themselves from archaic shopping areas into attractive boutiques that offer not only local fresh quality products, but also goods perceived as fashionable and exclusive by customers from other countries.

It can be presumed that if a visit to the market continues to be perceived by customers as an attractive way of shopping, which provides the advantage of negotiating the price and acquiring products of the expected value for a low payment, this form of trade will continue to function in the border town of Cieszyn.

It is a wonder that markets have survived over the last few thousand years in different civilisations, despite them appearing and disappearing, as have societies, which have changed considerably - as have their demands. However, markets are popular and, despite the passage of time, they continue to operate.

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