



West Broadway Business  
And Area Coalition

**MEDIA CONTACT:**  
**Shaina Brassard**  
**West Broadway Coalition**  
**1011 West Broadway, Suite 202**  
**Minneapolis, MN 55411**  
**612.353.5178 (o)**  
**518.322.2036 (c)**  
**shaina@westbroadway.org**

## **For Immediate Release**

### **Five Minneapolitans Head to Ninth International Public Markets Conference in Barcelona, Spain to Study Placemaking Best Practices**

***Local Participants Include Leaders from the West Broadway Business and Area Coalition, Juxtaposition Arts and City Council Member Alondra Cano***

**March 24, 2015.** This week, stakeholders from West Broadway Business and Area Coalition (WBC) and Juxtaposition Arts, two North Minneapolis organizations committed to developing public markets on the Northside, and 9th Ward City Council Member Alondra Cano will visit one of the world's greatest market cities for Project for Public Spaces' (PPS) 9th International Public Markets Conference, taking place Thursday, March 26-28, 2015 in Barcelona, Spain.

The WBC and Juxtaposition (JXTA) became interested in attending the conference together due to the increasing success of the WBC's West Broadway Farmers Market, Holiday Pop Up Boutiques, and JXTA's growing campus and placemaking work. Mutual partners connected them with Council Member Cano, whose ward includes the Midtown Farmers Market; CM Cano and is very invested in strengthening the city of Minneapolis' funding and policy efforts to better support public market infrastructure and development.

"There is currently a boom of creative placemaking activities emanating from Minnesota<sup>1</sup> and markets are one of the original forms of placemaking. We're excited for the opportunity of an immersive learning experience that we can share and build upon with our partners and colleagues locally," said DeAnna Cummings, Executive Director of Juxtaposition.

DeVon Nolen, manager of the West Broadway Farmers Market, said, "I look forward to sharing and learning some of the best practices around public markets internationally. Increasing access to public space is critical to our work in advancing toward growing a vibrant cosmopolitan city where all citizens are safe and welcomed!"

---

<sup>1</sup> Creative placemaking builds strong, cross-sector partnerships grounded in arts and culture, by people and for people, to celebrate the lifeblood of a place. The term creative placemaking has entered the lexicon of elected officials, commercial developers, business owners, chambers of commerce, and nonprofit leaders beyond arts and community development. -Vickie Benson, McKnight Foundation "The Long View on Artist-Centered Creative Placemaking in Minnesota"  
<http://blog.mcknight.org/2015/03/vickie-benson-the-long-view-on-artist-centered-creative-placemaking-in-minnesota/>

The conference includes two full days of speakers and workshops, as well as an entire day touring and learning about the inner workings of [Barcelona's extraordinary markets](#), led by experts from the Institut Municipal de Mercats de Barcelona (IMMB), operator of the city's remarkable market system.

"Locally, we have a demand for economic development projects that value the environment and empower underserved communities," said Ninth Ward Minneapolis City Council Member, Alondra Cano. "Globally, strong public market systems are effectively operating to meet these very demands and it's time for the city of Minneapolis to view public markets as a serious economic development strategy. I am looking forward to learning from other cities and countries attending this event and bringing a wealth of knowledge back to Minneapolis."

"Arguably the international model for a Market City," says PPS, Barcelona boasts 43 food and non-food public markets, many of which have recently undergone major renovation. The conference will focus on new trends and innovations for the preservation and revitalization of public markets internationally – from temporary open air markets to permanent market halls to 24/7 bustling market districts. Conference participants are traveling to Barcelona from over 40 countries and over 130 cities.

"It's exciting to see Minneapolis neighborhoods and communities joining the national and international conversation on urban issues and placemaking," said Kjersti Monson, Director of Long Range Planning for the City of Minneapolis. "Our city is a mosaic of assets and opportunities just waiting to be activated by strong local action and capacity. I look forward to hearing reports from the field as these ideas evolve!"

Upon returning from Barcelona, the group will schedule presentations and talk backs to share their learning with the Twin Cities' broader community of developers, artists, residents and others who have an interest in a Market Cities approach to development. Look to [westbroadway.org](http://westbroadway.org) for updates.

Want to go to Barcelona with the group? **Follow the group's journey on Twitter**, Instagram and Facebook by searching the conference hashtag **#publicmarkets15** and the Minneapolis group's hashtag **#publicmarkets4mpls**.

-----

**More:**

Juxtaposition Arts and the **West Broadway Business and Area Coalition (WBC)** are strong partners working to develop the community and place of West Broadway in North Minneapolis. The WBC's mission is to create an inviting and vital West Broadway Corridor and to transform the Northside into a thriving economic community. One of the WBC's core programs is the **West Broadway Farmers Market**, founded in 2011. **Shaina Brassard, Interim Executive Director and DeVon Nolen, Project/Market Manager** of the West Broadway Farmers Market, will attend on behalf of the WBC.

**Juxtaposition Arts (JXTA)** is a 20 year old arts education and cultural development center located on West Broadway. Local youth, alongside professional artists and designers from JXTA, create parks, murals, sculptures, and creative public engagement events that make places more distinctive, more vibrant, and more accessible to all of the diverse people who are invested in the place, especially people who have been underserved historically. **DeAnna Cummings, Executive Director** of

Juxtaposition, will attend with **Coal Dorius**, an Urban Designer who previously worked in the office of the Minneapolis City Council and is now one of the leaders of **JXTA's Environmental Design Studio**.

Participation of representatives from the West Broadway Business and Area Coalition and Juxtaposition Arts to attend the 2015 International Public Markets Conference is made possible through a grant from the Northside Funders Group and Nexus Community Partners.