

“LA RAYA MARKET”



CONTEXT

La Raya Market has celebrated its first edition during the weekends of 11 and 12 July and of 8 and 9 August, in the gardens of the University Residence of Foundation CB (RUCAB) of Badajoz. This is a joint initiative of the CB Foundation, Ibercaja and the Badajoz City Council, in collaboration with the Almattia training centre in Badajoz. Its main objective was to provide local and regional commerce with a joint free space in which to show and sell their products, while contributing to create a safe space for entertainment and meeting for all audiences.

PROBLEM

The celebration of "La Raya Market" is a clear commitment to local and regional commerce, especially aimed at promoting the retail sector in the city of Badajoz, which has experienced a complicated situation in recent months as a result of social isolation. That is why this public-private initiative has vindicated local creators and merchants in a playful environment, seasoned with live music, various activities and a varied gastronomic offer to replenish strengths after a day of shopping. In addition, in order to comply with the sanitary measures of prevention, the entrance to the Market has been free until full capacity in both weekends, always respecting the necessary security measures in the wake of the COVID-19, such as: the mandatory use of mask, the maintenance of safety social distances or the arrangement of hydroalcoholic gel along the venue.

SOLUTION

The first edition of this market has counted on the presence of shops from various sectors, such as: fashion retailers, accessories, footwear, organic cosmetics or crafts, among others. Some artists, such as the illustrator Anzo Ruiz, the sculptor Manuel Vega or the painter Ignacio Rodríguez-Arbaizagoita had their own space where they could sell their creations and make their work known to the public. There was no lack of space to enjoy the regional gastronomic proposal, as well as a stage for the enjoyment of live music, by the local group "Lluvia". Children's activities were also scheduled to entertain the little ones. About thirty shops, artists, hospitality, entertainment and training companies have participated in the event, which have found in the gardens of the University Residence RUCAB a perfect and safe setting to promote the retailer activity and boost local sales.