

Municipal Market of Kypseli

Back to the hood

designed & implemented by



Athens

#RendezvousAtFokionos!





Built in **1930s** Municipal Market of Kypseli was a place where residents could buy household products & food, have a coffee and exchange the daily news.

It operated as a market until the early 1990s.

In the following ten years the building was occupied and run by neighbourhood groups and hosted a series of activities for the residents

In 2012 the building was revamped with European Funding.

In May 2015 the municipality launched an open call for proposals to envision the market as an economically, socially and environmentally viable “Hub”

In March 2017, the Municipality of Athens assigned the management the Municipal Market of Kypseli to Impact Hub Athens.

We proposed a concept adhering to our values towards impact entrepreneurship, social innovation & social integration.

For us, Municipal Market of Kypseli is a prototype to create the conditions for social cohesion, collaborative spirit and co-creation in one of the most populous, multicultural and historical areas of Athens.

With the main themes of **culture, education and social innovation & entrepreneurship** we are strengthening the local economy, offer a meeting point for the creative citizen forces of the neighbourhood and create a reference of innovation & impact economy for the Athenian public.

We welcome you to the 1st Social Market of Athens and introduce you to the stores, activities & festivals running on a permanent basis here.

A high-angle, top-down photograph of a group of people sitting on a light-colored, textured rug in a circle. They appear to be engaged in a collaborative activity or discussion. The image is overlaid with a semi-transparent teal color. The people are dressed in casual attire, and the setting looks like a community center or a classroom. The overall mood is one of active participation and learning.

Education

Impact Hub Athens and partner social services are organising and hosting **courses, educational activities and experiential seminars** to more than **230 students** from different demographic groups, focusing on the development of skills (language, vocational practice and more). Encouraging access and building knowledge of modern technological tools (programming, robotics, business development practices), entrepreneurship tools & skills as well as means of expression (dance, photography, music, visual arts).

“Unison”- Kypseli’s Music Lab

- **Music Classes (Viola, Violin, Cello) & Choir** for children, youth & adults according to the methodology of El Sistema
- **70 students**
- **5 Live Concerts & workshops/masterclasses** with international musicians & bands

Educational Programmes for Kids & Adults >> 17
themed activities

Interactive Games & Classes according to STEAM methodology
*for ages 1,5-3 & 6+

Workshops & programmes for youth & adults

Designed & produced by



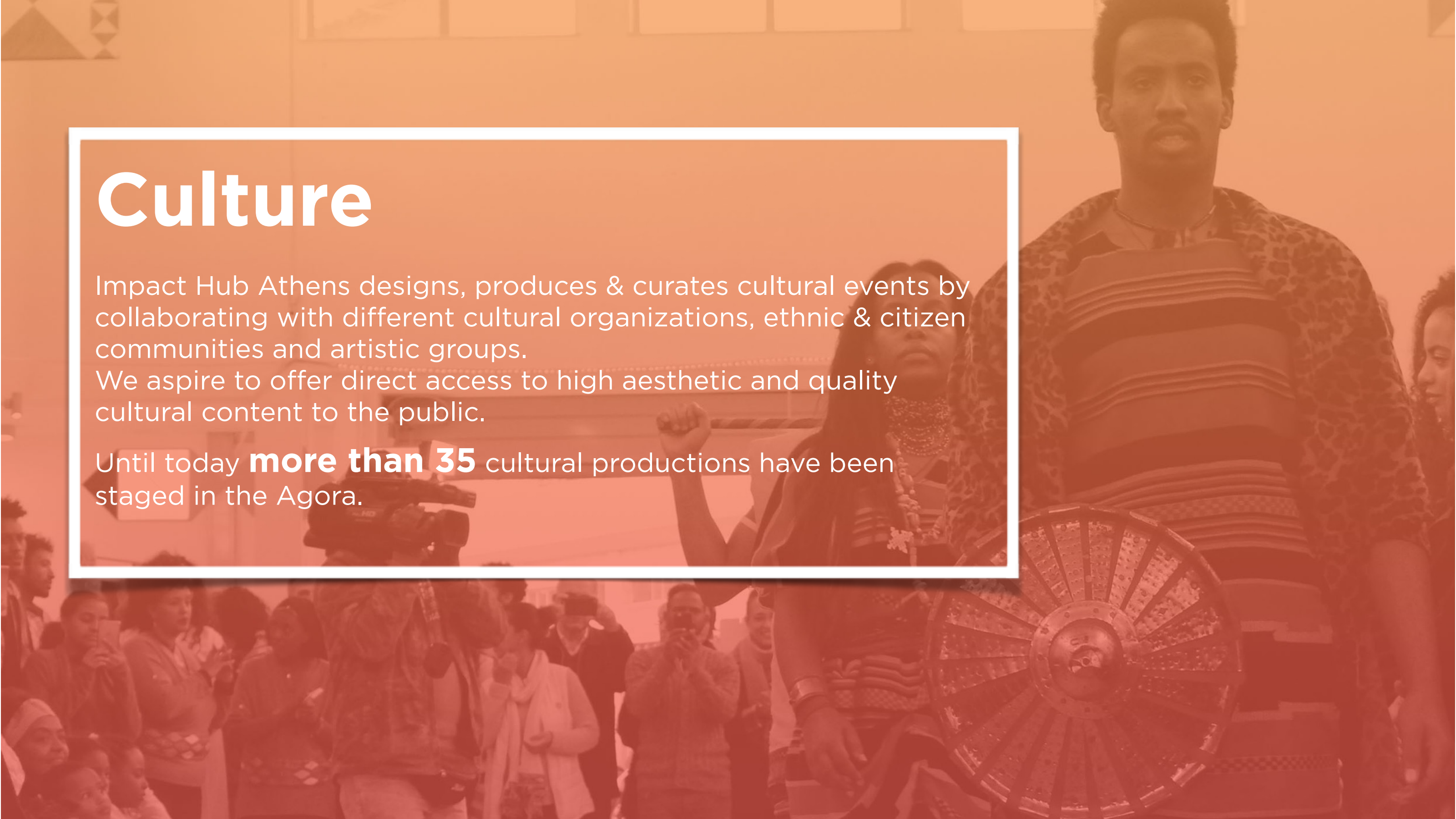
+ **Photography Lessons**
by Diadromes

Culture

Impact Hub Athens designs, produces & curates cultural events by collaborating with different cultural organizations, ethnic & citizen communities and artistic groups.

We aspire to offer direct access to high aesthetic and quality cultural content to the public.

Until today **more than 35** cultural productions have been staged in the Agora.



Impact Hub Athens Productions

EthnoFests

Festivals in collaboration with the ethnic & migrant communities of Kypseli & Athens
[Aithiopian, Georgian & Ukrainian Festivals]

Local Products, Ethnic & Folk Fashion & Fashion Shows, handmade traditional products & memorabilia & authentic taste

MUSIC JAMS & Open Concerts

Nights of music improvisations in the central open space of the Agora

Cine - Μαγειρέματα

themed screenings in parallel with cooking actions inspired by the movie/documentary
(country of origin, theme etc).

In collaboration **CityToolBox Lab, MitOst Festival, Education Is Not a Crime, Goethe Institut Athen, Madame Ginger**

+ Residency of the Athenian Mantolinata resulted already in **2 open rehearsals** for the residents & visitors of Kypseli!

Hosted & curated

Cultural Events & activities by organisations, artistic groups & grassroots movements

[Stavros Niarchos Cultural Foundation, British Council, Goethe Institut Athen, US Embassy, Swedish Embassy in Athens, Snehta Residency, Home Project, Brunnenpassage, Chivas, V & O, Plastikourgeio and more]

Kypseli Markets

Permanent & Pop Up Markets

Our aim is to **strengthen the commercial activity** of the “Agora” as a shelter of stores with social impact and sustainable business models and at the same time to showcase new business owners and entrepreneurial initiatives through themed Festivals & Pop Up hyperlocal markets occurring in the central space of Kypseli Municipal Market.

5 stores & **3** themed Pop up Markets

Wise Greece Promotion of Greek local products & contribution to small producers and fringe groups
Marmalades, Honey, Oil, Cereals, nuts and more

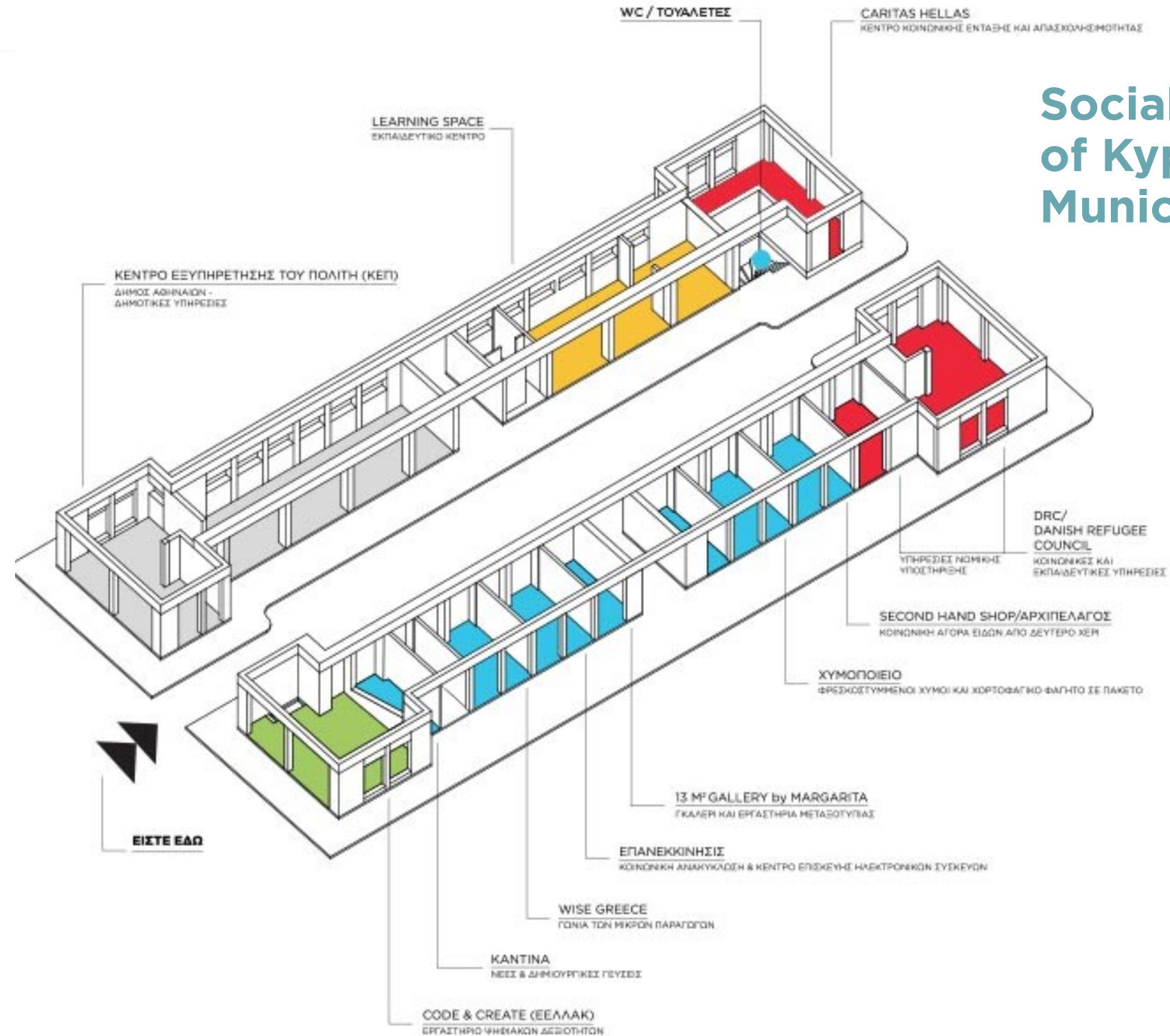
Second Hand Shop
A social market of second hand products
Apparel, furniture, house decoration, books and more

Chymopoieio_Juices
Fresh Seasonal Juices by a 2nd chance store

Epanekkinisis Device diagnosis, repair & donations to public schools
Laptop, Computers, mobiles, tablets & other devices

13m2 Gallery
Gallery & Labs of Silk screen printing
Signed silkscreen works, DIY bookmarks, bags etc

Social Businesses of Kypseli Municipal Market



Pop Up Markets

Pop up markets (both thematic and non), our community farmers' market (mpostani) and tasting experiences with special flavors and cuisines from around the world as well as Sunday Pop Up Brunches every month!

Join us and discover every time a new small market into the Market!

32 Pop up markets/events & **1** weekly farmers' market

Total reach : **25.000** visitors

Number of Participants: **100+** small business in Kypseli & Athens

Digital/Social Reach: **200.000 +**

Pop up Brunch!

A Pop Up 'Food court' in the neighborhood of Kypseli

When: Once per month

Chefs, food & beverage businesses set up a their stall in Kypseli's Agora and propose a variety of delicacies & street bites to the residents and visitors of Kypseli, by offering a handful of classic & alternative brunch dishes!

Mpostani /

www.mpostani.gr

A community consisting of new generation of Farmers offering products of organic & natural farming pops up every Wednesday at the central space of Kypseli's Municipal Market.

- **12+ new generation farmers & 37 subscriptions to the online marketplace**
- **150+ productes(seasonal fruits & vegetables, wine, cereals, mushrooms etc)**
- **8 workshops, talks & screenings**
- **4000 + consumers (March- July 2019)**

Super Kypseli

A hybrid hyperlocal market in the central space of Kypseli Municipal Market

When: Once per 2 months

Kypseli Municipal Market is again the shopping center of the area, where the visitors of the Agora get to meet the creative capital and the small shop owners in the neighborhood, come in contact with the human side of Kypseli.

A great celebration of co-creation and mutual support of the neighborhood and its people.

The “Social Footprint” of the shops & organizations of the Agora (counting 2 years)

100.000+ persons are monthly informed about the activities and news of the Agoras permanent stores

42 job openings

150+ mentions on media outlets

20+ visits from International Media

35+ events in collaboration with the Agora’s stores

200 students discovered Social Entrepreneur shop through one to one interview with store owners

25 Greek & International politicians and public persons were informed about the Agoras activities

400
products of local
producers

2 tones of food donated to
citizens of Athens

4 jobs created

*Wise Greece

3.765
beneficiaries

7.544 participations in
workshops & educational
seminars

23 jobs created

*Caritas Hellas

21 jobs created

*Impact Hub Athens

10 of unused
devices were recycled

11 job openings

*Epanekkinisis

4
beneficiaries

2 jobs created

* Gallery 12m2

104.000
donated items

8 job openings

*Second Hand Shop

In Numbers

107 event
productions

150+ mentions at
media outlets

250 students

7.450
beneficiaries

150+
collaborations

40+ jobs

20.000 +
visitors at Festivals

1.500 + visitors
on a daily basis

*pertaining to the period from October 2018 to NOW

The Municipal Market of Kypseli “opens its doors” on weekdays from 8am to 9pm and on Saturday on 8am to 7pm.

On Sunday the Market either becomes a space for Pop Up/ Hyperlocal Agoras or remains closed to charge its batteries for the upcoming week!

Keep an eye on the Agora by following us on [facebook](#) and [instagram](#)!

For inquiries regarding space rentals, events & collaboration please reach us at agora@impacthub.net

Alternatively, you can directly show up in the Agora and meet us in person!

agorakypselis.gr



epanekkinisis.gr

**επισκευή & κοινωνική
ανακύκλωση
υπολογιστών / laptop**