

BUYING AND SELLING FOOD



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INTRODUCTION

Food is an absolute requisite for the human body whilst shopping is the main way of getting them, especially in urban areas. From the urban perspective, food shops function as infrastructure of city.

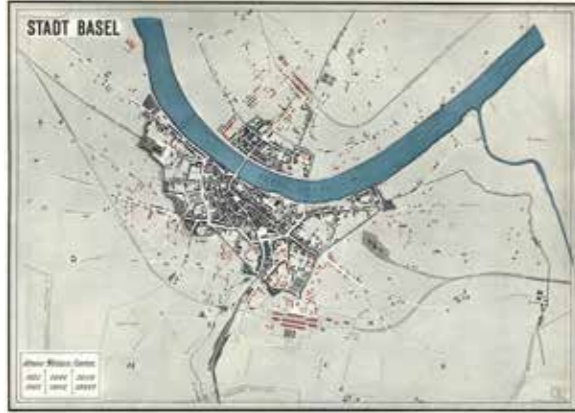
How do they vary from each other from City, Suburb to Hinterland? How do they work respectively, with the influence as well as the reaction to the surrounding environment and context? In terms of the Metrobasel region specifically?



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HISTORY

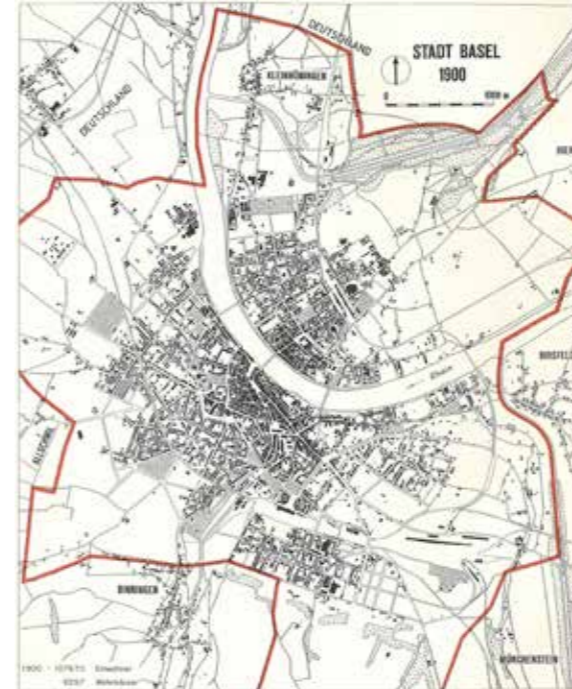
Shopping food is closely connected with the development of the city because the supply of food should be understood as an infrastructure of the city - just as the water supply or canalisation. The growing of the city means that the supply for food also changes over time. Today, the market square of Basel for instance, has lost the role of feeding the city.



Development 1852-1862



Development 1872-1882



Status in 1900



Status in 1940

Short History of Cooperations

Before the city expanding in the 19th and 20th century, there were only markets and specialized shops

With the growth during industrialization in the middle of the 19th Century food products got more expensive because of the lack of supply.

Then at the beginning of 20th century, people began to organize themselves in cooperations which are better and more professional organisation with some bigger infrastructures like a storage house and a coffee roastery in Pratteln.

In the second half of 20th century, the cooperations developed some supermarkets and got more professional. Up till today Migros and Coop are cooperations by law, but they are acting like enterprises.



Market scene at the fish market in 1900



Typical shop of a cooperation in 1900s

TYOLOGIES OF FOOD SHOPPING

Some important parameters could be observed as a tool to categorize shops within their huge varieties such as derivations and combinations without losing essential features and information, avoiding simple and rough treat.

Four main typologies describe shops more quickly and in a more comparable and comprehensive level.



Catchment Area

The area and population from which a city or individual service attracts visitors or customers. Simply speaking, it represents the service radius.



250km



25km



2.5km



250m

Shop Size



S: -100m²



M: 100-750m²



L: 750-2'500m²



XL: 2'500m²-7'500m²



XXL: 7'500m²+

Products Range

Here simply defined by four types



single food product segment



only food



food and food related products



food, food related and nonfood products

Opening Hours

Due to slight variation in this item, we simply divided shops into 4 types



Normal: Mon-Sat 8-18



Extended : Mon-Sat 6-22



Daily: 365 Days (at least up to 10 clock)



Temporary

Owner



Self owned



Company



Cooperation

Processing Share

To which extent it processes the food within the shop.



None



Partially



Mainly

Building

In which kind of building the shop is located, defined mainly from architectural and urban context.



Single building



Structure with other shops



In a multi used building



With other shops in a multi used building



Exterior

Urban Location

Where it is located in urban fabrics which would be elaborated in next chapter.



Medieval City Centre



19th Century Extension



20th Century Extension



Industry, Infrastructure



Initial Village Centre

Parameters of Shops

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Specialized Shop - Sales are based on one food product segment.



Markets - Different temporary installed stalls share one space.



Supermarkets - Sales are based on a range of different food products.



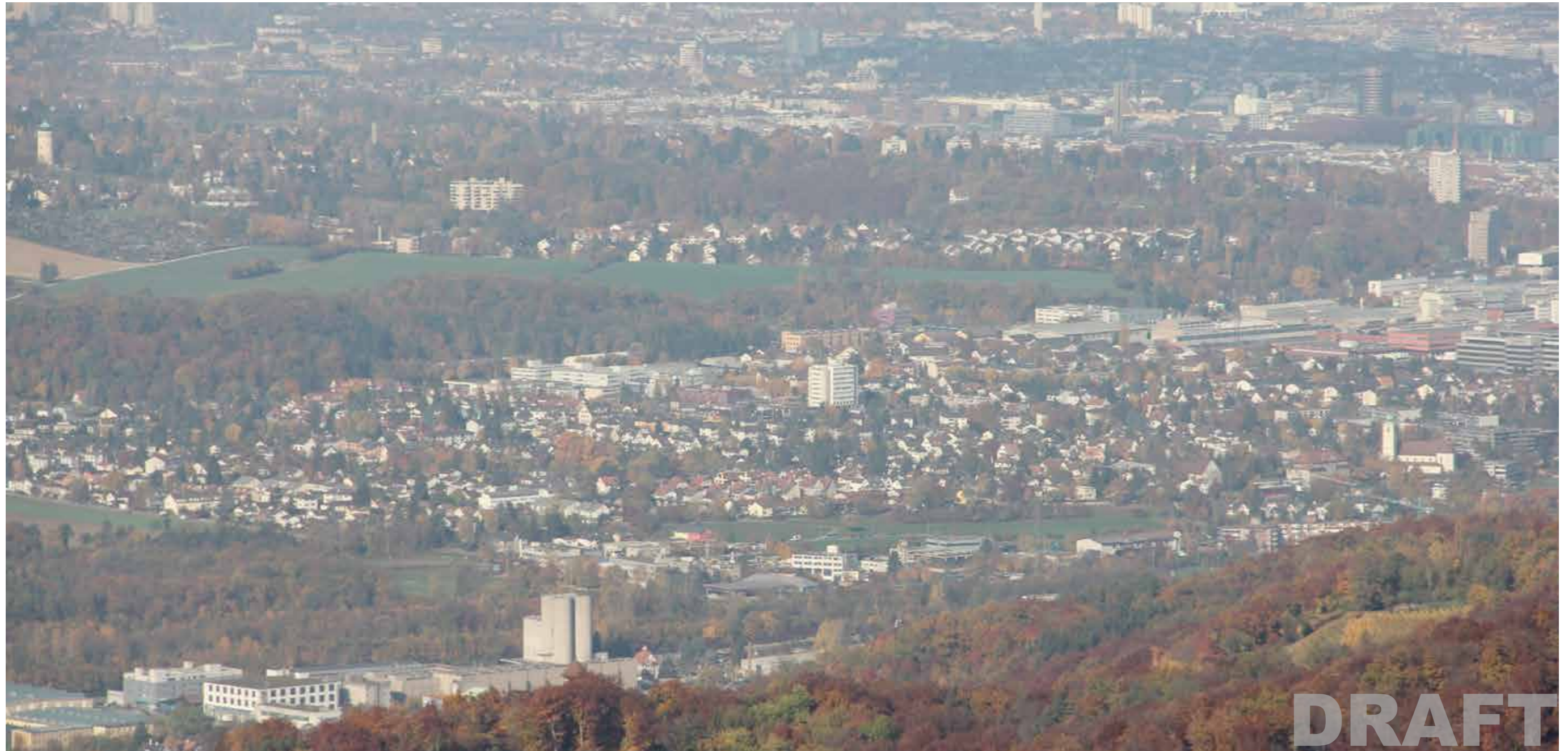
Hypermarkets - Comprehensive range of food, food-related and nonfood products in one shopping space.

Main Typologies of Shops

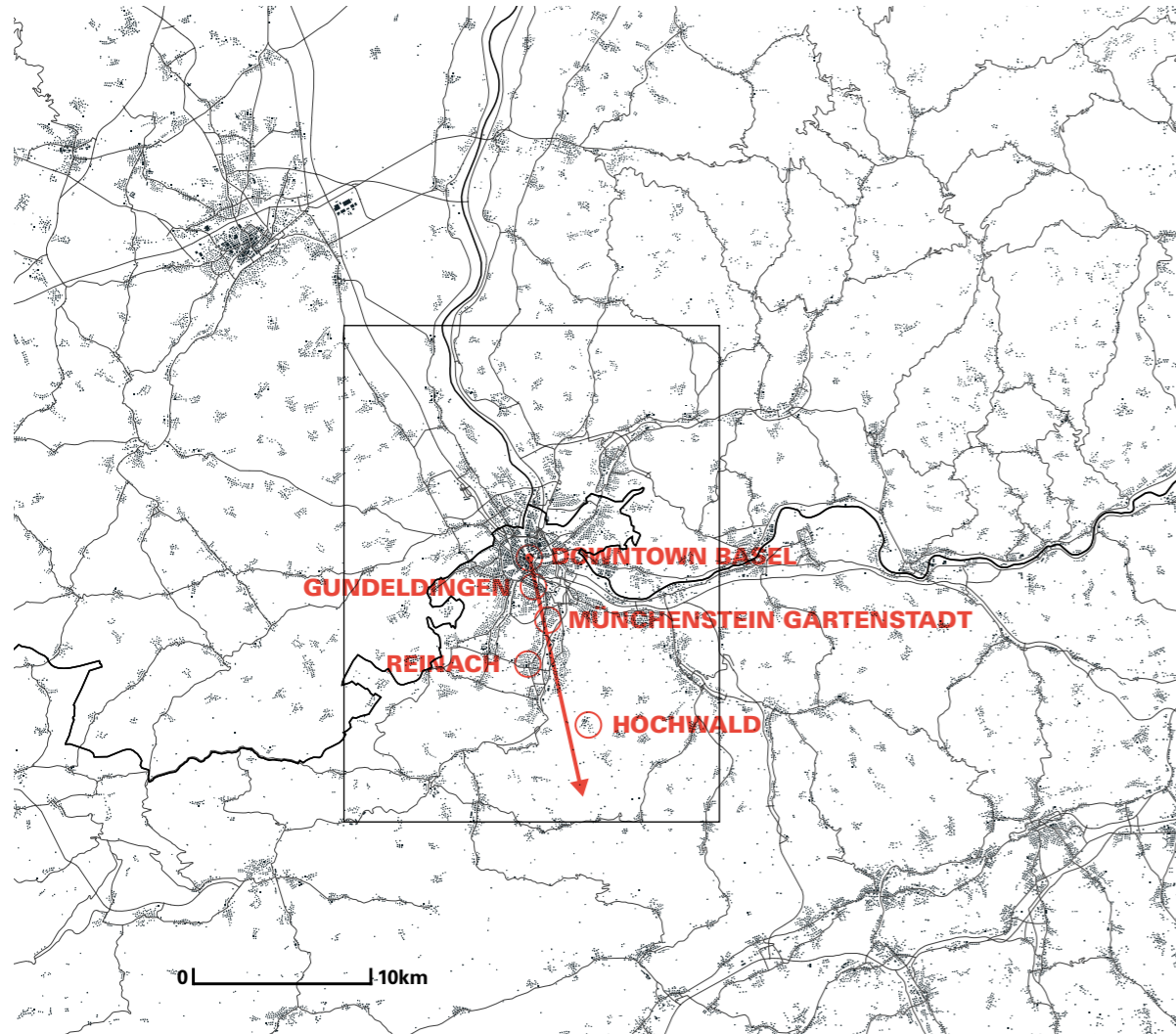
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AN URBAN CROSS SECTION

A cross-section from the city centre of Basel through the suburb to the hinterland of Birseck and its case studies in specific environments which would help to understand more and deeper about the food shopping situation in the whole region of Basel.



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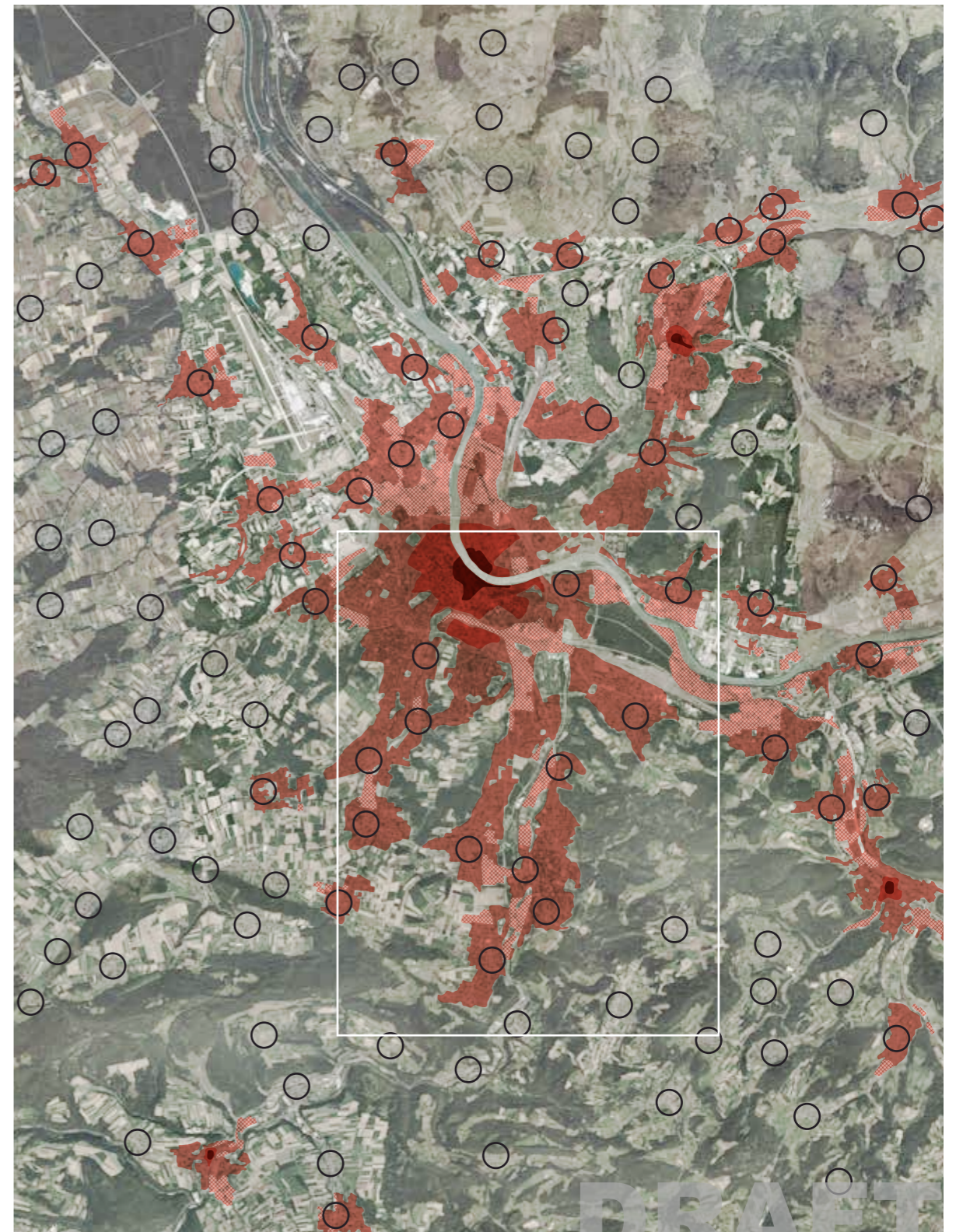
Area of the overview of urban typologies and the position of the urban cross-section

OVERVIEW OF URBAN TYPOLOGIES

Classification of urban typologies helps to understand the different situations in Basel and its surroundings and how it affects the food shopping.

The typology is mainly set by the historic development of the city because a similar trend in a similar context brings mostly similar outcomes.

The classification could be understood as a tool of explaining the different shopping situations within the urban typologies.



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Medieval City Centre
Original grown city

eg. Basel, Liestal, Laufen, Rheinfelden, Lörrach



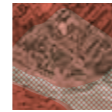
19th Century Extension
Rapid growth during industrialization

eg. Gundeldingen, Matthäus, St. Johann

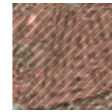


20th Century Extension
Suburbanization around the city

Urban Extension
eg. Wettstein, Breite



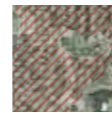
Apartment Block Area
eg. Birsfelden, Weil am Rhein, Reinach Surbaum, Muttentz Chäppeli, Saint Louis, Pratteln Längi, Liestal Schönthal



Garden City
eg. Muttentz Freidorf, Wasserhaus Münchenstein, Hirzbrunnen, Weil am Rhein Gartenstadt



Detached House Area



Industry, Infrastructure
Economic opportunities

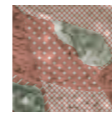
Without Shopping
eg. Schweizerhalle



With Nonfood Shopping
eg. Pratteln Grüssen

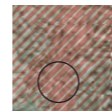


With Food Shopping
eg. Dreispitz



Initial Village Centre
From suburb to hinterland

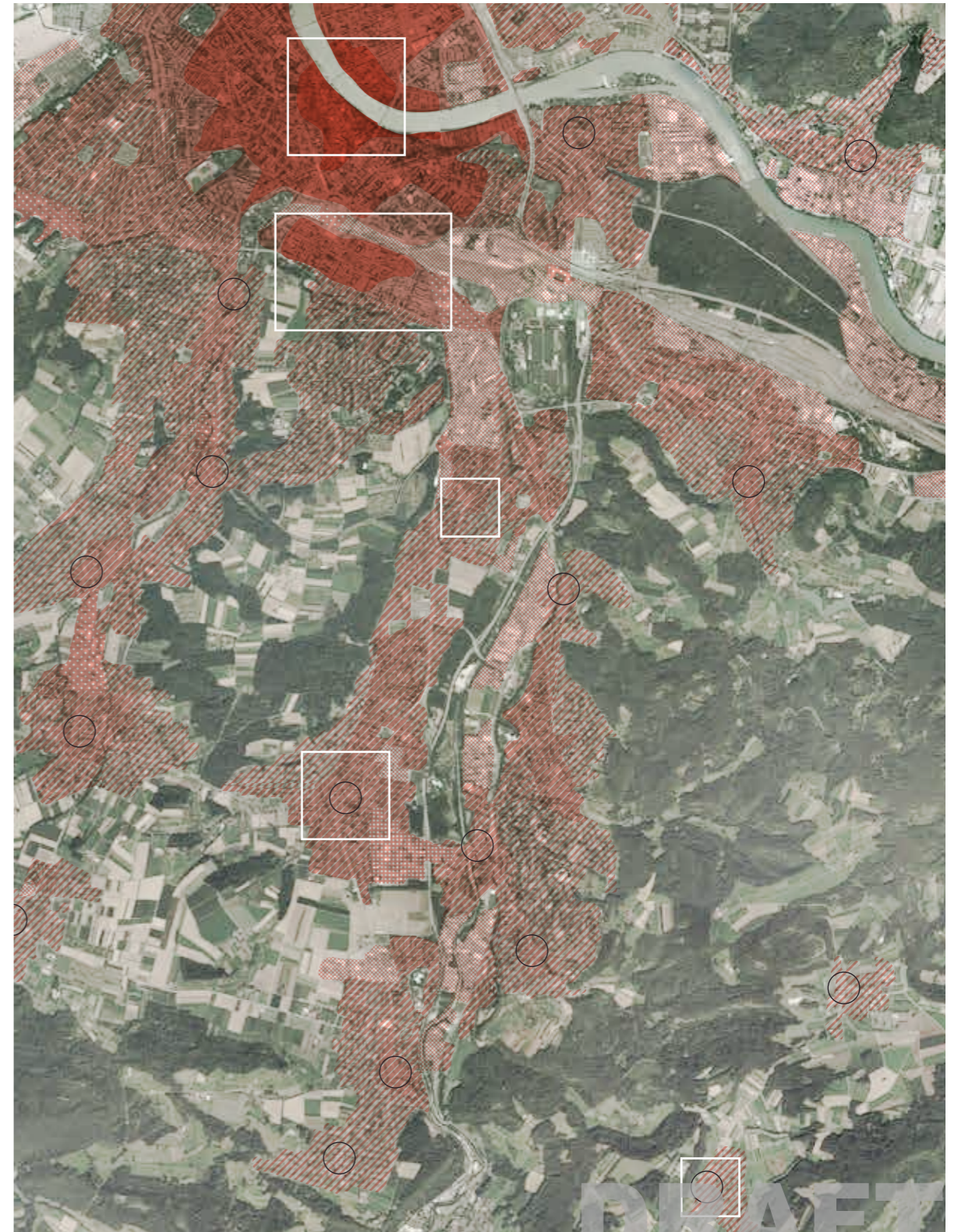
Suburban Village Centre
eg. Therwil, Reinach, Arlesheim, Muttentz, Pratteln, Saint Louis, Blotzheim, Weil am Rhein, Riehen, Grenzach



Rural Village
eg. Gempen, Büren, Arisdorf, Wittlingen, Oetlingen, Kappelen, Ferrette, Leymen, Flüh, Hofstetten



CASE STUDIES IN THE AREA OF THE CROSS-SECTION: BASEL – BIRSECK



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Glimpse into the market square



Orthophoto of Downtown Basel

Source: <http://maps.google.ch/>



Market scene in the city centre around 1900 Source: Book "Basel, Geschichte einer städtischen Gesellschaft."

Fig. 19: Lebensmitteläden in der Schneidergasse und am Spalenberg, Basel, um 1886



Specialized Shops at Schneidergasse in 1886 Source: Book "Von Spaziererrinnen, Weggiluben und Metzgern"

HISTORIC CITY CENTRE – DOWNTOWN BASEL

The current historical city centre is a product of a nearly 2000 years evolution. The development and use of the city centre is linked to the population growth.

Till the middle of the 20th Century, the markets was a main supplier in the downtown area as well as the centre of daily life. In addition to the markets, there were numerous smaller shops which were specialized on a single food segment.

Today, a centre of daily life stepped down off the historical stage already especially in the sense of shopping food. City centre is almost emptied in terms of living where the density of the population with 82 person per hectare is almost the same as in the lowest density part of Basel, the Bruderholz with 75 person per hectare. The centre is overtaken by commercial using

Let us have a glimpse at the basic statistics of city centre. In 2008 Altstadt Grossbasel is on a area of 37 ha, with 2'083 inhabitants and a population dense of 82 Pers./ha and a 26 % range of foreigner. In 2008 Altstadt Kleinbasel is on a area of 24 ha, with 2'242 inhabitants and a population dense of 170 Pers./ha and a 29 % range of foreigner.

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1 MIGROS CITY
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
1200m²



2 MANOR
Hypermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
900m²



3 DAMAS
Supermarket
Food, Specialty
Mon-Sun 8-20
80m²



4 DENNER
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
200m²



5 LACKERLI
Confectioner
Specialty
Mon-Sat 7-18
30m²



6 SARTHA GOLD
Supermarket
Food, Specialties
Mon-Sun 9-21
150m²



7 DENNER
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
200m²



8 LIDL
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
400m²



9 ALDI
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
350m²



10 SUTTER BEGG
Bakery
Bread
Mon-Sat 8-18
20m²



26 MARKET
Weekly Market
Vegetable, Fruit, Specialty
Sat 6-18
2500m²



27 GRAF
Confectioner
Pastry, Cake, Sweets
Mon-Fri 8-18 Sat 8-17
20m²²



11 RAANTHAI
Supermarket
Food, Specialties
Mon-Fri 8-20 Sat 8-18
50m²



12 MERKUR
Confectioner
Pastry, Cake, Sweets
Mon-Sat 8-18
15m²



13 COOP PRONTO
Supermarket
Food, Non-food
Mon-Sat 8-20, Sun 7-18
200m²



14 MÜLLER VITAL
Drugstore, Health Food
Bio-Food, Drugs
Mon-Fri 9-18, Sat 8-17
90m²



15 CHRÜTERHÜSLI
Supermarket
Food, Specialties
Mon-Sat 7-18
200m²



28 HOLZOFEN
Bakery
Bread
Mon-Fri 7-18 Sat 7-17
50m²



29 GILGEN
Confectioner
Pastry, Cake, Sweets
Mon-Sat 8-18
15m²



16 COOP CITY
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
1200m²



17 STREULI
Bakery
Bread
Mon-Fri 7-18 Sat 8-17
20m²



18 KUHN
Butcher
Flesh
Mon-Sat 8-18
20m²



19 COOP
Supermarket
Food, Non-food
Mon-Sat 8-20 Sun 8-18
250m²



20 MIGROS
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
200m²



30 PFAUEN
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
900m²



31 BACHMANN
Confectioner
Pastry, Cake, Sweets
Mon-Fri 7-18 Sat 7-17
50m²



21 SUTTER BEGG
Bakery
Bread
Mon-Fri 8-18 Sat 7-17
20m²



22 GLOBUS
Hypermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
900m²



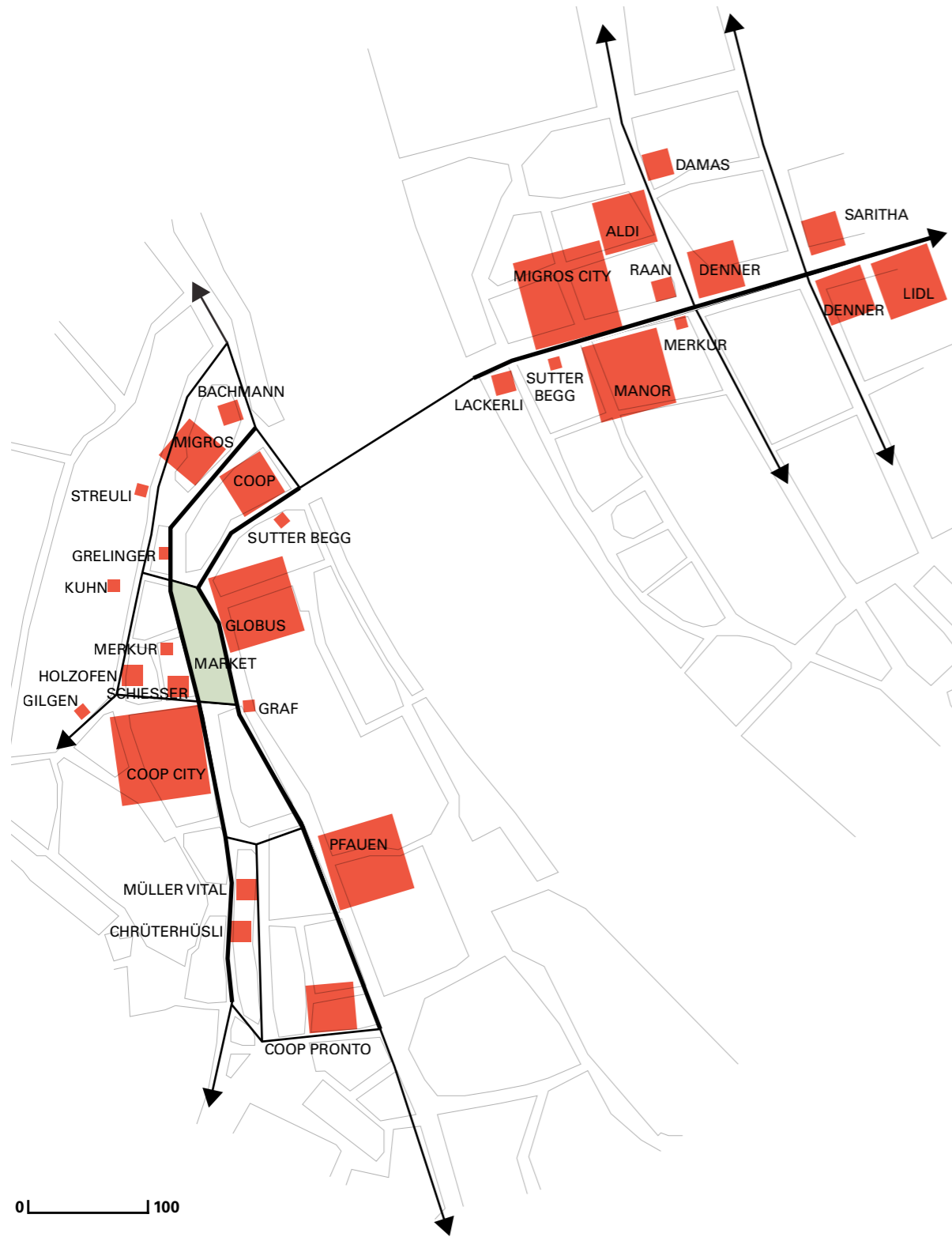
23 GRELINGER
Confectioner
Pastry, Cake, Sweets
Mon-Sat 8-18
20m²



24 MERKUR
Confectioner
Pastry, Cake, Sweets
Mon-Sat 8-18
15m²

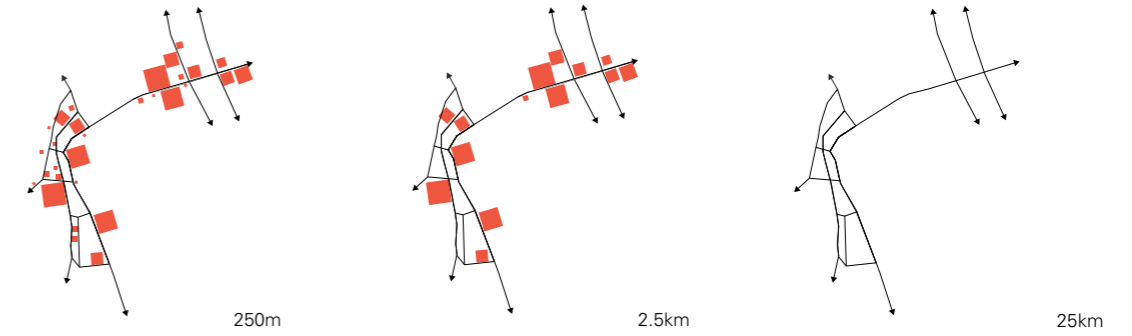


25 SCHIESSER
Confectioner
Pastry, Cake, Sweets
Mon-Sat 9-18
50m²

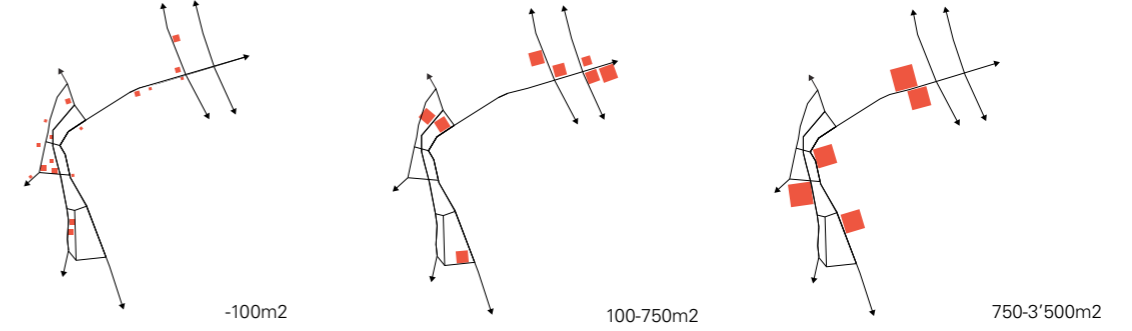


Shopping Network

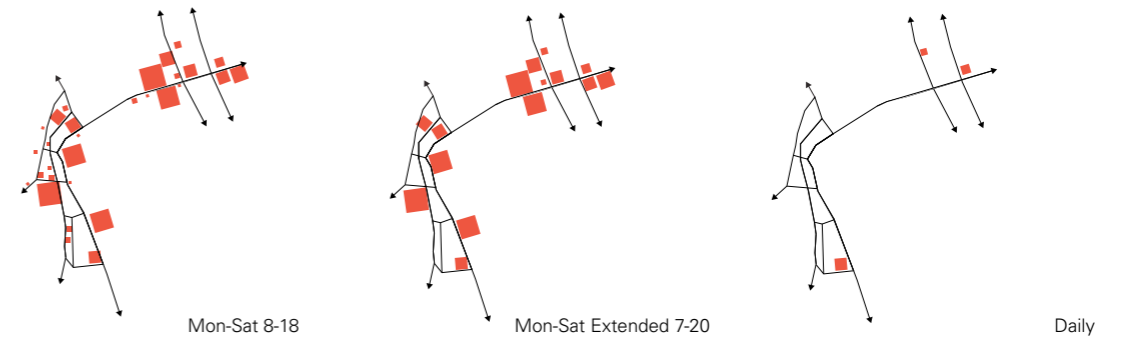
CATCHMENT AREA - RADIUS



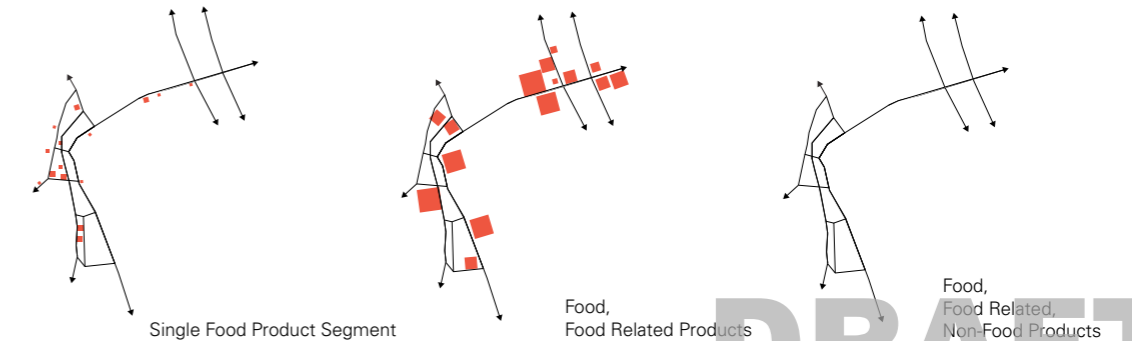
SHOP SIZE



OPENING HOURS



PRODUCTS



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Coop Supermarket in the Coop City Department store

Top End Food Supermarket in the Globus department store

Coop Supermarket in the Coop City Department store

Top End Food Supermarket in the Globus department store

Department Stores with Supermarkets in the Basement - Coop City and Globus

One of the most typical system of shopping food in downtown area is the department store with a supermarket in the basement such as Coop Pfauen, Coop City and Globus in Grossbasel, Manor and Migros City in Kleinbasel.

In the entrance area there are normally the perfumery, watches and jewellery segments, on the upper floors are where one could purchase clothes, household articles, electronic products etc. with a restaurant on the top floor of the department store in most case.

The supermarkets in the basement which work to large extent as an entity for themselves and the product range of them is just food.

Interesting is that these supermarkets are always correspondent to the department store in terms of quality. Coop City, For instance, which sells mainly non-food products in the department store, does have a normal Coop supermarket in the basement. Further example like Coop Pfauen, which is more expensive, has better-quality food supermarket in the basement where one can also get fresher products from counters. Globus is the most expensive department store in Basel, their food segment in the supermarket is focused on delicatessen. It is never a common shopping place to fulfil daily needs.

Sweets - Between Tradition and Labelling

Downtown basel is also an accumulation of top-end confectionery and bakery shops.

Among them, some are chains of chocolate stores launched in whole Switzerland like Merkur, which is based in Dietikon and has several branches around the city centre. Their names are simply labels, guaranty for the quality and taste. An other similar brand would be Sprüngli.

Other confectioner like Schiesser has a tradition on the place. Schiesser was found in 1870 at the market square by Rudolf Schiesser and is now run by Stephan Schiesser in the fourth generation. The tradition as an argument is carefully maintained.

Such shops are really place-based, i.e. centre-based, because it would not make any sense to provide such luxury food in the outskirt area.



Coop and Migros next to the Schiffflände

Supermarkets in Small Space - Coop and Migros Schiffflände

A interesting phenomenon is that the Coop and Migros supermarket are always combined with each other geographically. Commercial strategy might be taken into their consideration.

Here is also the similar situation in Schiffflände. The special case is that they both have to handle with a small shopping space in the most condensed urban fabrics. These two shops work also like a condensed and mini version of big supermarket.

Interiors, the corridors are narrow and the shelves are much higher than in other branches.

Product range of both stores is just food and only a few food related products.



Discount Supermarkets

Foreign Supermarkets with foreign specialities

Discount and Foreign Specialties - Claraplatz as an intercultural hub

In the quarter of Altstadt Kleinbasel, there are some discount supermarkets and some supermarkets with foreign specialities, which we can not find in the quarter of Altstadt Grossbasel.

This reveals the closeness to the neighbouring quarters which have a high density of residence and huge amount of foreigners such as the quarter of Matthäus which has a foreigner rate of 50% and a residential density of 400 people per square meters.

Thus in another perspective, the centre of Kleinbasel is also the centre of the surrounding quarters which extend and concurse together into Claraplatz.



Güterstrasse - the linear centre of Gundeldingen



Orthophoto of Gundeldingen Quarter

Source: <http://maps.google.ch/>

AN URBAN QUARTER – GUNDELINGEN

In 1860, still the prehistory of central station, there were just some farmhouses in the area of the Gundeldingerfeld.

Since the initialization of the station, the area became one of the first urban extensions outside the medieval fortification. There are a lot of construction activities in the second half of the 19th century around the city centre because of the industrialisation and the rapid growth of population. The area was planned and built by a speculative real estate company based in the German City Mainz. Up to now, Gundeldingen, known locally as Gundeli, is a quarter with such a high density that almost without any squares or parks.

Until the launch of the Passerelle, a subproject of the project Euroville, which should develop the area around the central station, the quarter was not really good connected with city because of the central station.

The Gundeli now is characterized by three longitudinal streets. Since the beginning of the development, the Güterstrasse was the main commercial street, while the other two are mainly residential streets.

In 2008 Gundeli is on a area of 118,13 ha, with 18'621 inhabitants and a population dense of 280,1 Pers./ha and a 39,0 % range of foreigners.

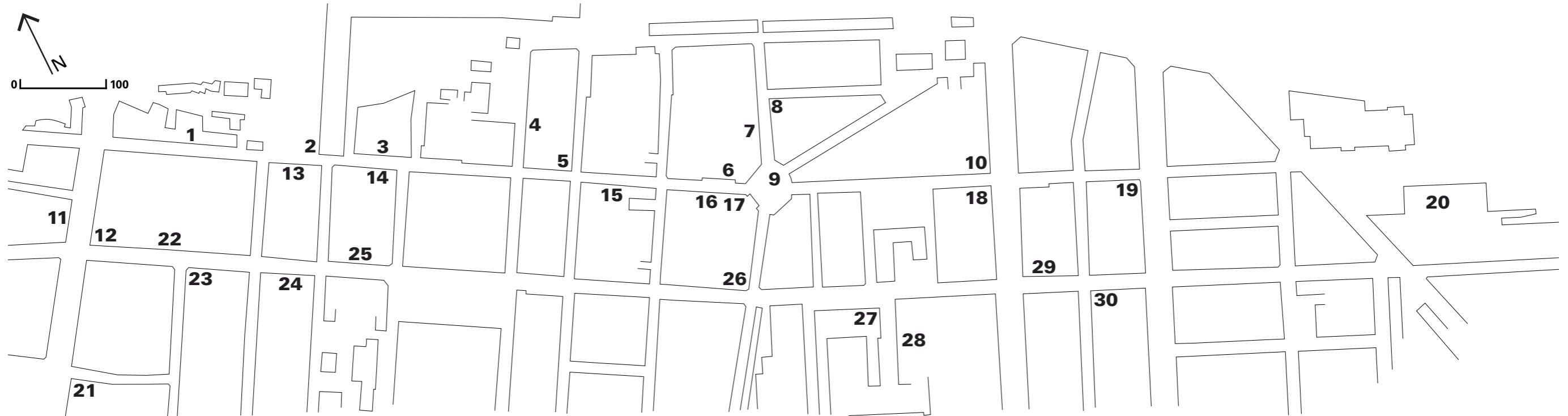


Elsässerbahn around in 1860

Source: Book "Basel, Geschichte"



Situation in 1900



1 GÜTER MARKET
Grocer, Butcher
Food, Halal Meet
Mon-Sat 8-22, Sun 8-20
80m²



2 MARKET
Weekly Market
Specialities, Take Away
Fri 10-20
300m²



3 COOP SÜDPARK
Supermarket
Food
Mon-Sat 7-21
2'500m²



4 LÜTHI BEGG
Bakery, Confectioner, Café
Bread
Mon-Sat 8-18
40m²



5 ALIMA
Supermarket
Food, Specialities
Mon-Sun 9-21
170m²



6 VITALIS
Drugstore, Health Food
Bio-Food, Drugs
Mon-Fri 9-18, Sat 8-17
150m²



7 SAI MARKET
Supermarket
Food
Mon-Sat 8-20
60m²



8 AFRICA HOUSE
Supermarket
Food, Specialities
Mon-Sun 8-20
50m²



9 MARKET
Weekly Market
Food, Non-food
Fri 10-20
150m²



10 COOP PRONTO
Supermarket
Food
Mon-Sun 8-21
140m²



11 PERSIA GULF
Grocer
Food, Specialities
Mon-Sun 11-22
50m²



12 PAN
Supermarket
Food
Mon-Sat 9-20, Sun 9-17
300m²



13 LA COLUMBIANA
Caffee Roster, Café Bar
Coffee, Tea
Tue-Fri 9-18, Sat 9-13
40m²



14 BÄCKEREI KÜBLER
Bakery, Confectioner
Bread, Take Away
Mon-Sat 6-18, Sun 6-13
40m²



15 GUNDELITOR
Supermarkets
Food, Non-food
Mo-Fr 8-20, Sa 8-18
1'500m²



16 COOP GUNDELI
COOP Supermarket
Food
Mon-Fri 8-20, Sat 7-18
1'200m²



17 SUTTER BEGG
Bakery
Bread
Mon-Fri 8-20 Sat 8-18
20m²



18 SUTTER BEGG
Bakery
Bread
Mon-Fri 8-20 Sat 8-18
120m²



19 GUNDELI LADEN
Supermarket
Food
Mon-Sun 8-20
90m²



20 MPARC
Supermarket
Food, Non-food
Mon-Fri 9-20 Sat 8-18
6'000m²



21 SCHNEIDER
Confectioner
Pastry, Cake, Sweets
Mon-Sat 8-18
15m²



22 L+F GUNDELI
Supermarket
Food, Take Away
Mon-Fri 8-20, Sat 8-18
20m²



23 ZUM NICOLIC
Supermarket
Food
Mon-Sun 8-20
40m²



24 NAR MARKET
Supermarket
Food
Mon-Sun 8-20
80m²



25 JETZER
Butcher
Flesh, Sausage
Mon-Fri 8-20, Sat 8-18
30m²



26 TUTTI FRUTTI
Supermarket
Food
Mon-Sun 8-22
100m²



27 OTTO'S
Supermarket
Food
Mon-Sat 8-20
600m², Food: 150m²



28 SPRINGREKA
Supermarket
Food
Mon-Sat 8-20
100m²



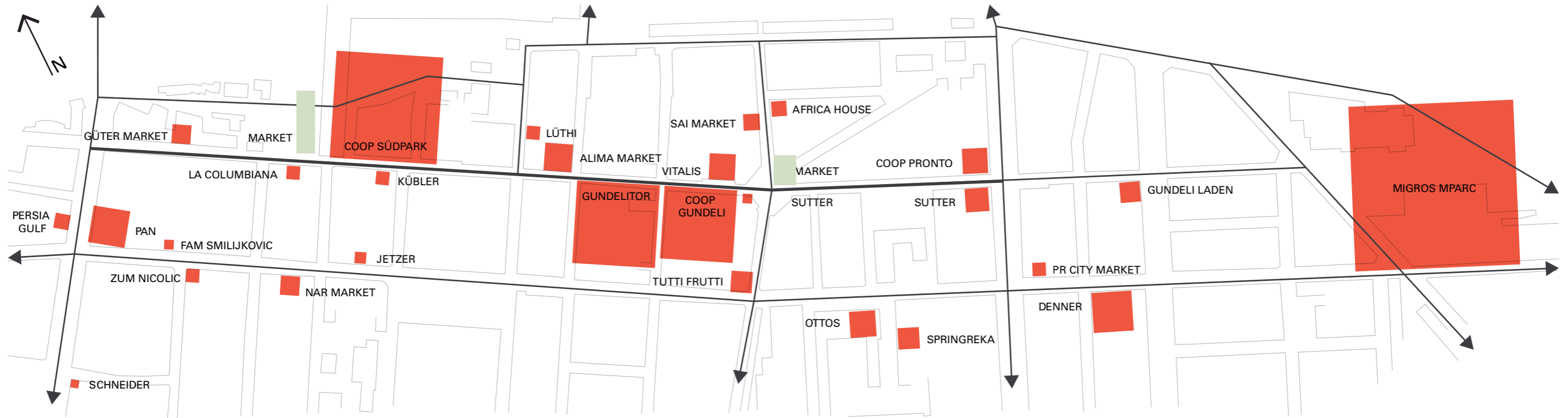
29 P.R. CITYMARKET
Supermarket
Food
Mon-Sat 8-20
40m²



30 DENNER
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
350m²

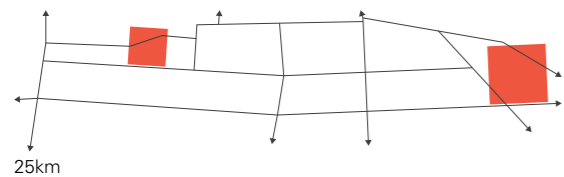
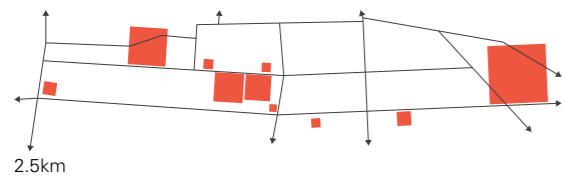
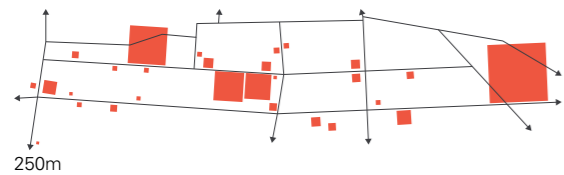
Overview Shops

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Shops in Gundeli
© ETH Studio Basel



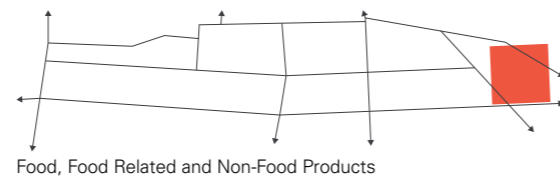
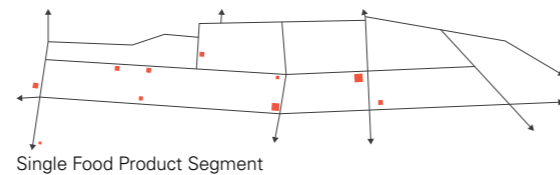
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CATCHMENT AREA - RADIUS

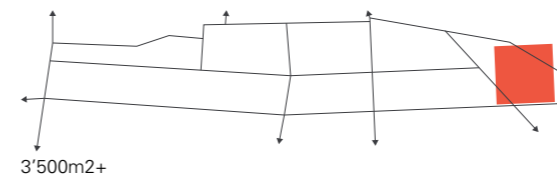
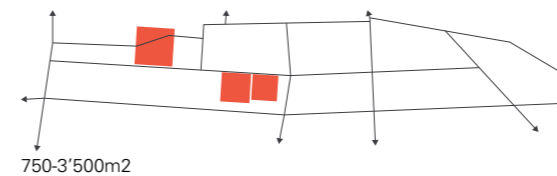
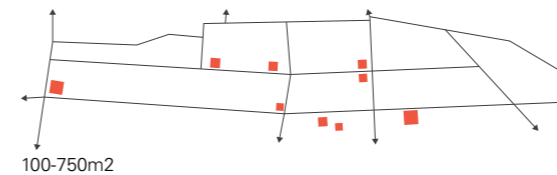
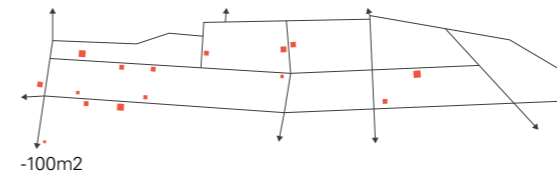


Shopping Network

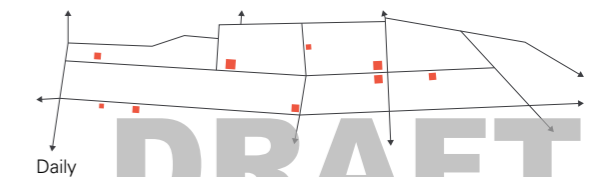
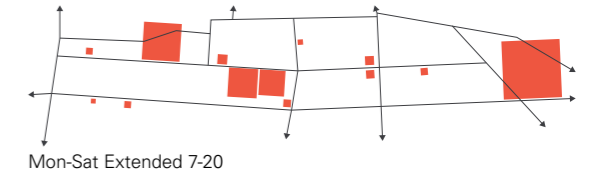
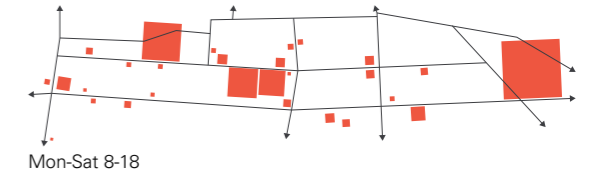
PRODUCTS



SHOP SIZE



OPENING HOURS



DRAFT
 Shops in Gundeli
 © ETH Studio Basel



Little Supermarket opens daily

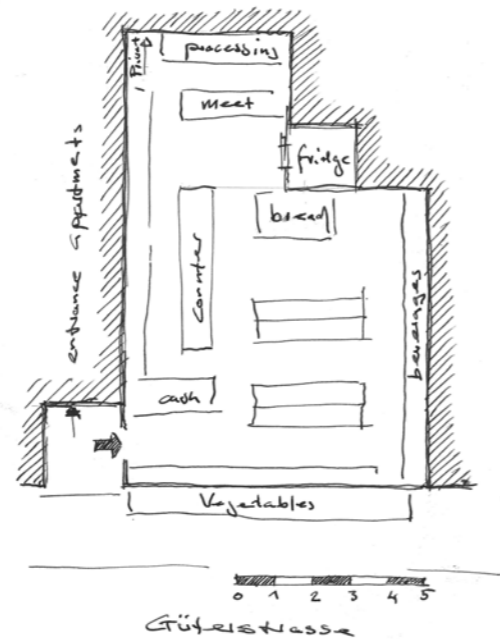
Halal meet processing inside of shop



The interior of the shop does not change over 30 years

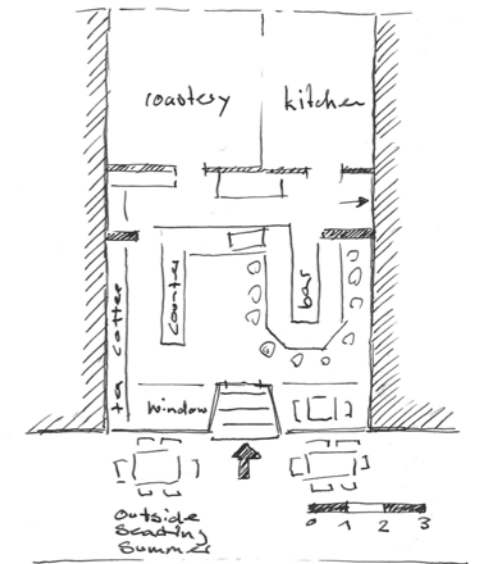
Güter Market - Small Supermarket and Halal Butcher

This little Supermarket is opened from 8 to 22 o'clock daily and has a history of 8 years. Back to 1. October 2005 it is ran by Enhas Güllü, who immigrated from Turkey to Switzerland ten years ago. One and a half year ago, he has no more employees but his wife who helps him sometimes besides another job. Hence he has to work every day from 8 to 22 o'clock. He gets most of the product that he sells from the wholesale store Cash&Carry Prodega, Vegetables from the wholesale market in Zurich, the lamb meet in halal quality from a halal slaughter in Buckten. Business rivalry of small supermarkets which are ran by foreigners in gundelli is very high, so they have to reinvent themselves. Güter market will also start to sell döner kebabs when he gets the permission from government, yet the kitchen is already installed. The halal meet sector, which can be understand as a speciality, made its catchment area much bigger than his competitors because it is not so easy to get halal meet.



La Columbiana - Caffee Roster with Bar

A highly specialized shop with nearly only one product in different variations: fresh roasted coffee. Besides, the owner sells a little amount of tea and runs a little bar. After travelled to Italy, where the idea was born to run a roastery with a little bar, the owner then sold the restaurant Burghof which they owned before and opened la columbiana in 1978. At that time, there were four other coffee roasteries in Basel, which only two exits, this one and the other one in Kleinbasel. As a shell has its convex and concave, so specialized and relied on one product brings a lot of frequent and regular visitors, at the mean time brings also difficulty while little marketable changes could decrease the sales distinctly. For instance, if there is a special offer of chicco d'oro coffee in Coop, then they sell much less coffee. For another, the introduction of Nespresso decreased the selling of fresh roasted coffee rapidly, so as that they had to find new commercial fields or concepts to survive. They added a bar inside and provided now coffee-to-go. The sales from bar increased from 10% of total initially to 30% till now.



Güterstrasse
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Kübler - bread and sweets from the factory in Laufental



Sutter Begg - products from the factory in Dreispitz



One of the two bakeries which still produces bread in Gundeli



Schneider, a small Basel based bakery chain

Bakery Chains and the Bakeries

There are still a lot of bakeries in Gundeli. It seems that the people prefer to buy bread, sandwiches or sweets there, because specialized shops are supposed to be the experts in quality which people treasure. Bakery shops are one of the last specialized shop kinds which work still successful on a single product segment. Unfortunately, however, it is hard to find a bakery which produces their bread in the shop. They are chains which produce bread in factories in the outskirts. In Gundeli, only two bakeries produce bread in their own shop: the bakery Jetzer at the Dornacherstrasse and Lüthi Bakery, which is located on a smaller street near central station. They can not survive if relied on the shop itself, so they produce also for other customers. Lüthi Bakery produces the bread for the famous Brötli Bar located on Barfüsserplatz over hundred years.

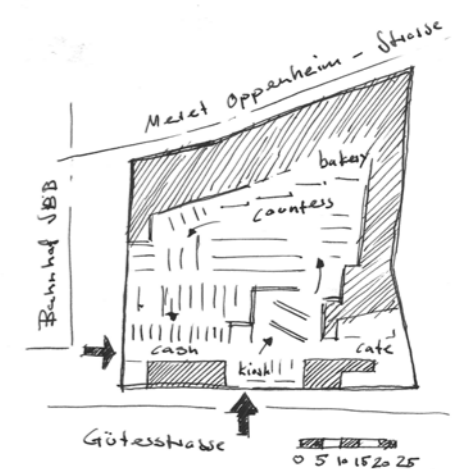


Shopping for commuters next to the train station



Coop Südpark

It is the biggest Coop in Basel, which just opened this year in 2011 next to the entrance of central station. At first sight, the new Coop seems to compete with the Coop next to the Tellplatz which is also big in size, but actually the other Coop reached the capacity already. The new Coop provides a new shopping possibility for commuters by expanding opening hours until 21 o'clock, who shop just before or after they taking train at their way back home. It provides convenience, by catering to some shopping habits. There are food products with broad range, few food related products and almost no non-food products. Which worth to mention is that the bread they sell are produced inside of shop. They are even fresher than many bakeries.



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© ETH Studio Basel



Shopping Centre of the 1970s



Attracting - huge supermarket, huge parking lot, huge product range

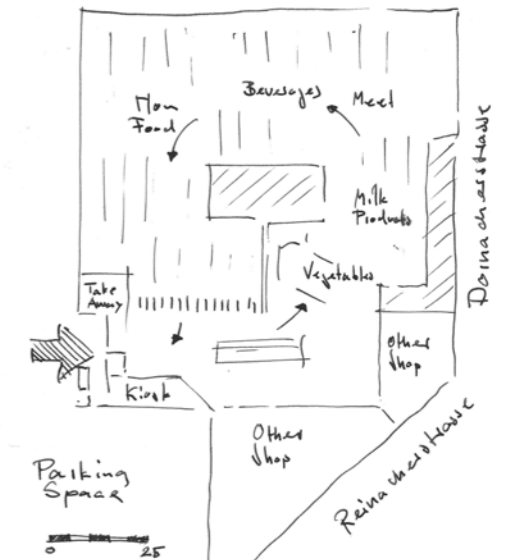
Migros Gundelitor

This Migros branch opened in 1978, it was the first big shopping infrastructure in the quarter. From main street, there is only one small entrance which works like a passage. There are a Denner, some small shops, a bank, a Vögele shop, a Migros restaurant, a pharmacy and a big take away in the back of the block. Main shopping area are underground with a broad product range, food, food related products and a small range of non-food products like some clothes or household articles. There is a big meet counter as well as fresh fish. It is not so popular because of the situation in the basement and the dark ground floor, the shopping environment is not so comfy and lovely. It is said that they had some selling problems in the last few years, perhaps because of the better-functioned and newly-expanded Migros supermarket in the shopping centre MPARC.



Migros MParc

MParc is a huge shopping centre just on the border of Gundeli. The Migros supermarket inside is the biggest supermarket in the city and some other shops like M-Elektronics, Micasa (furniture store), Office World or Vögele (Cloth) there is also one of the biggest DIY-superstore in Basel, Obi. When the shopping centre opened initially, Migros supermarket was really small, plays an unimportant role in it. After two expansions, the size of the supermarket is now very huge, over 6000 square meters, becomes one of the most attractive part of the shopping centre. On one hand it has a large catchment area, customers are not only from the city centre but also the suburb and the hinterland, on another hand it is a supplier for the neighbourhood, large parts of the eastern Gundeli.



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Shopping Centre Gartenstadt Münchenstein



Orthophoto of the area around the Shopping Centre Gartenstadt

Source: <http://maps.google.ch/>

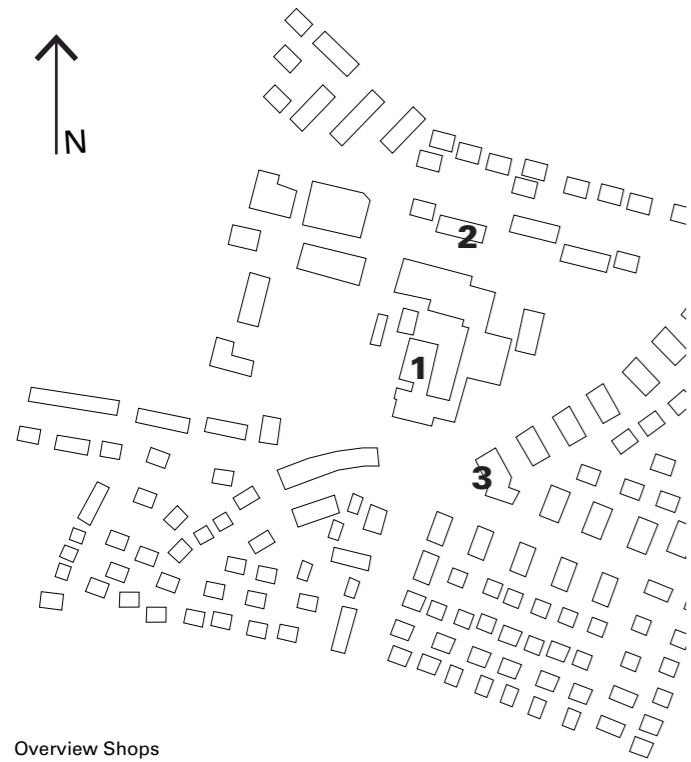
A SUBURBAN CENTRE – MÜNCHENSTEIN GARTENSTADT

The development of this area around the Shopping Centre of Gartenstadt has to ascribe to tram line 11 from Basel to Aesch in 1907. Before that here was just a green meadow. At the beginning of the 20th Century, there were mostly larger family houses built in this area. After the 1950s, a lot of smaller apartment blocks were built.

Before the opening of the Shopping Centre of Gartenstadt and the increased use of cars, there were some little co-operative stores, which were reachable by walking. they sold products for the daily need in a space of around 30 square meters and worked like little centres in respective small areas, this could also be understood as a little network for social communication between the inhabitants of whole area.

The shopping centre today has a comparable function: when one lives there and want to go shopping, there is nothing better than this in a reachable distance, so you meet people there who also live in this area and which you may know or about to know.

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1 COOP
Supermarket
Food, Non-food
Mon-Fri 8-20, Sat 8-18
4200m²



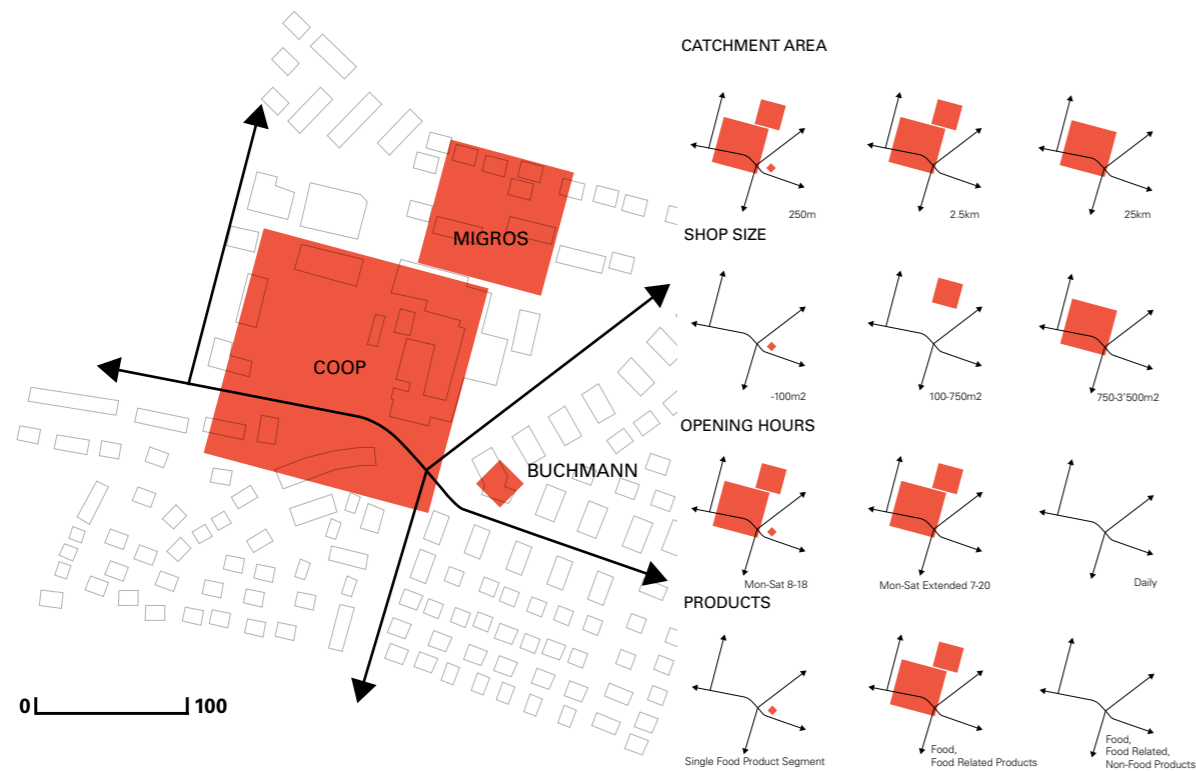
2 MIGROS
Supermarket
Food, Non-food
Mon-Fri 8-20, Sat 8-18
1200m²



3 Buchmann
Bakery, Confectioner
Bread, Cake
Mon-Fri 8-18, Sat 8-17
80m²



Overview of refugee camp Smara



Shopping Network

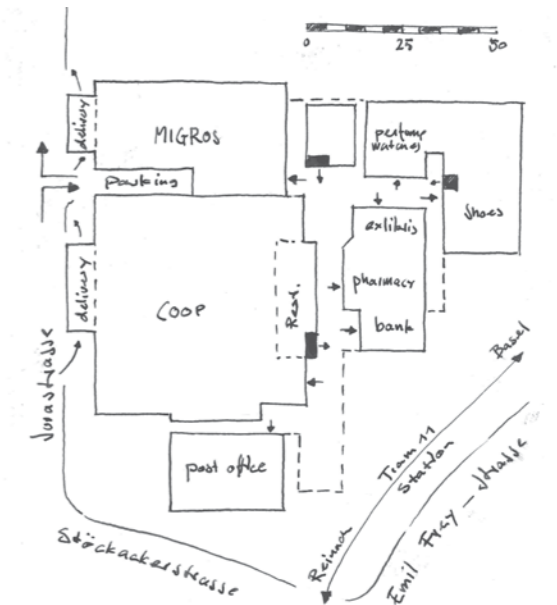
Zentrum Gartenstadt

The Zentrum Gartenstadt was built in 1984 by Coop. They rented the area from the municipal Münchenstein for 100 years use. To minimize the risk, they made a cooperation contract with Migros.

In the beginning, Coop ran a supermarket on the ground floor and a Coop Bau+Hobby in the basement. Coop reorganized their shops ten years ago, giving up the Coop Bau+Hobby to expand the supermarket.

In this shopping centre, Coop is much bigger than Migros . which makes Migros not a really competitor. In oppositem it helps to make centre more attractive, together with other smaller shops like a pharmacy or a perfumery, other infrastructures like a post office and a bank.

The centre provides all for daily needs of this area, attracting people even from 26 kilometres away because of the product quality and range. It functions as a centre of medieval city.



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From distribution centre in to the shop

Two Level Supermarket

Freshness on the ground floor

Food related products related in the basement

Coop Gartenstadt

Coop Gartenstadt is relative a top-end Coop supermarket and one of the most successful Coops in the area of Basel.

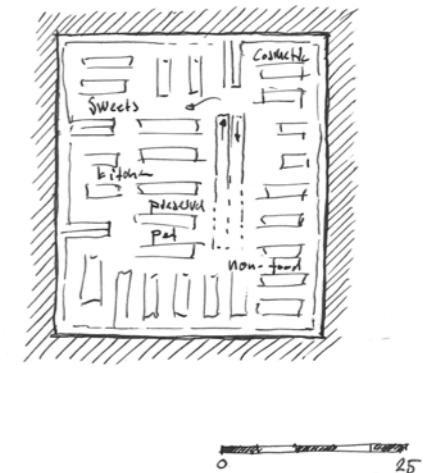
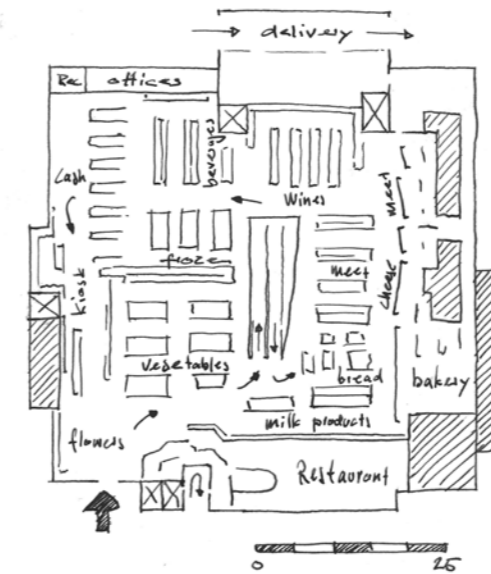
The reasons could be inducted as follows.

Here the bakery within the shop provides fresh bread is a main attraction. A broad wine offer and one of the biggest organic food segment in region. In total, product range and quality is crucial.

It is easy reachable by public transportation and by car with no traffic jams in the surrounding.

Even if it is technically not the ideal supermarket structure to have a shop divided into two levels, the circumstances provides a nice and pleasant shopping ambient.

Instead of a huge space with repeating boring shelf spaces, an open space with fresh and beautiful products on the ground floor, the others, which are not so appealing, are in the basement.





The centre of Reinach is mixed up by old small houses and some blocks from the end of 19th Century



Orthophoto of Reinach

Source: <http://maps.google.ch>

ORIGINAL VILLAGE CENTRE IN THE SUBURB – REINACH

During medieval times, Reinach belonged to the Bishop of Basel.

At the beginning of the 20th century, the village was still a rural based with farmers and craftsmen. There were 1213 inhabitants in 1900.

Initialization of the tram Basel-Aesch in 1907 got the city closer and attracted slightly more people to live in Reinach, a silent rural area, but the development was still slow. Till 1950 were there 3475 inhabitants.

The introduction and broad use of automobiles after 1950 caused rapid development. After three decades to the 1980s, there were 18'000 inhabitants.

The village centre provides several shops for food but also for non-food like bikes, papeterie, sportswears, electronic products. It is a mixture of old traditional buildings and some larger buildings which were built during the huge growth after the 1950s.

In the surrounding there are not only a large detached house area but also a area with a lot of apartment blocks.



1 COOP
Supermarket
Food, Food-related
Mon-Fri 8-19 Sat 8-18
1000m²



2 DENNER
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
200m²



3 MIGROS
Supermarket
Food, Non-food
Mon-Fri 8-20 Sat 8-18
600m²



4 MILCHHÜSLI
Milkstore, Bakery
Milk, Bread
Mon-Sat 8-18
30m²



5 JENZER
Butcher
Flesh, Sausage
Mon-Fri 7-18 Sat 7-16
30m²



6 KÜBLER
Bakery, Confectioner
Bread, Cake
Mon-Sat 8-18
20m²



7 GRELINGER
Bakery
Bread
Mon-Sat 8-18
20m²

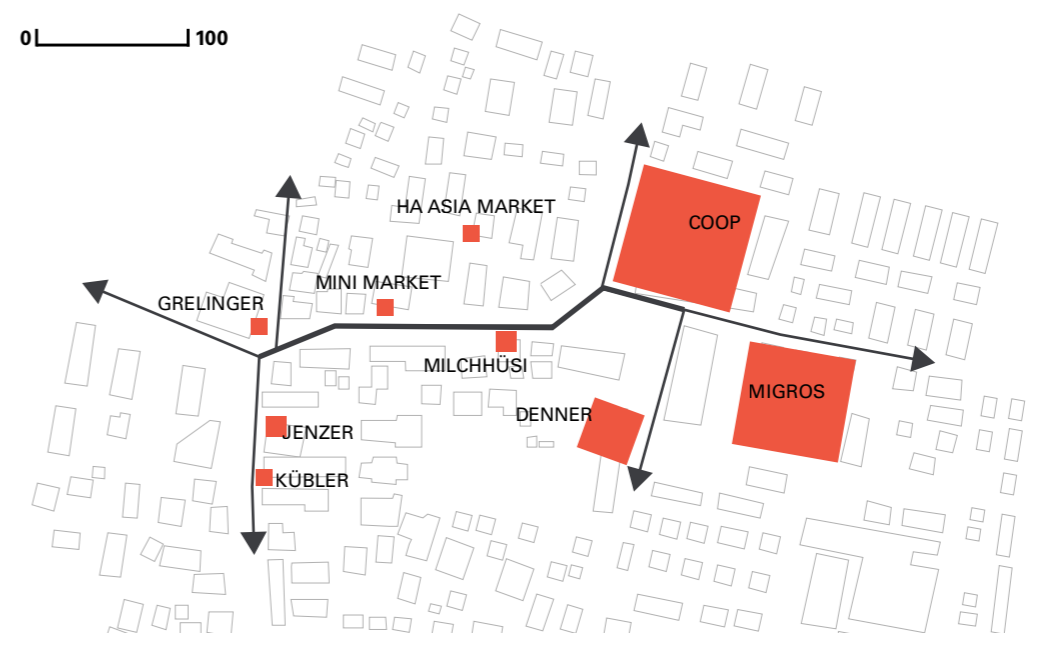


8 MINI MARKET
Supermarket
Food
Mon-Sat 8-18
20m²

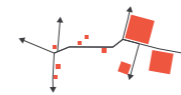


9 HA ASIA MARKET
Supermarket
Food
Mon-Sun 8-18
30m²

Overview Shops



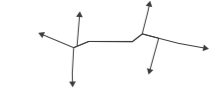
CATCHMENT AREA



250m

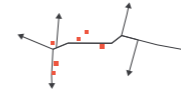


2.5km



25km

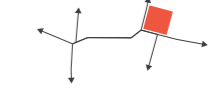
SHOP SIZE



-100m²

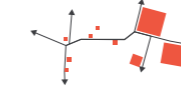


100-750m²



750-3'500m²

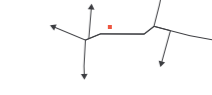
OPENING HOURS



Mon-Sat 8-18

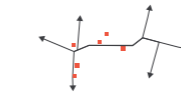


Mon-Sat Extended 7-20

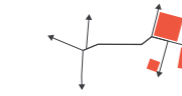


Daily

PRODUCTS RANGE



Single Food Product Segment



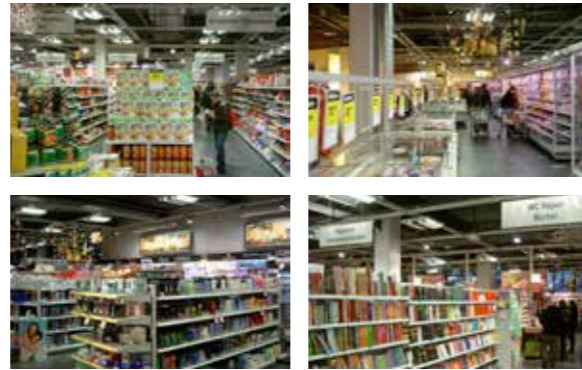
Food, Food Related Products



Food, Food Related, Non-Food Products

Shopping Network

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Coop Reinach was expanded in 2009 and got a new entrance

Coop

It is a typical large Coop as in village centre or in the suburb with a little coop restaurant. It was expanded in 2009 and is now bigger than Migros, and sells mainly food and food related products. Compared to Coops in the city, the proportion of non-food segment, like books or stationery is slightly stronger because the diversity of such products is not so high in the surrounding areas.



Overview of refugee camp Smara

Butcher Jenzer and Bakery Kübler

They are typical village centre shops, we can still find a lot of larger villages in the surrounding of Basel shared the same motif. They are specialized shops with only one food segment, that is bread or meat. Butcher Jenzer is based in Arlesheim, where they process their meat. While bakery Kübler is originally based in Aesch, run a factory in the industrial area in Grellingen and provides their products to a lot of branches even in Basel such as in the Gundeli quarter. Just few years ago the shop which is today Kübler was ran by a baker which baked the bread in the shop and had no other branches. Normally, a lot of this kinds of shops are ran by a company which has several shops in different locations in order to survive.



The village centre is characterized by a lot of old buildings



Satellite Image of Hochwald

Source: <http://maps.google.ch/>

RURAL VILLAGE – HOCHWALD

It is a rural and relatively isolated village on the plateau of the Gempen.

In the medieval times, Hochwald was a property belonged to bishop of Basel.

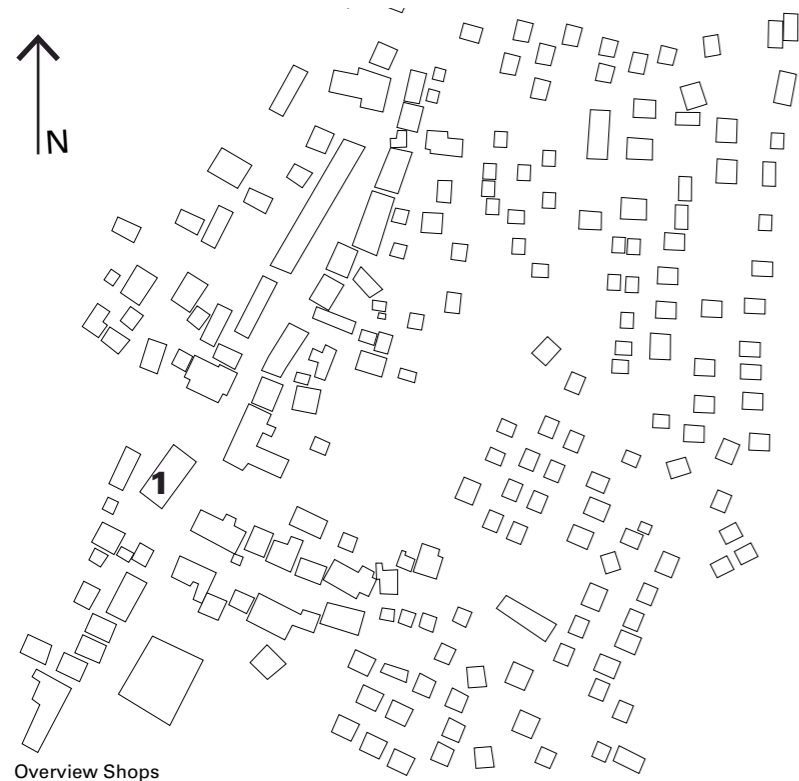
At that time there is no relevant developing of economies, up till today it is still farming-based, but farming is losing importance because a lot of people moved to live there.

Hochwald is an important and well-known producer of "Buttenmost", a fruit preserve made from rose hips. Now there are about 1244 inhabitants.

Hochwald is getting more and more a commuter town. It is a quiet place of residence for people who need to commute every day into the city of Basel or surrounding.

It is hard to run an economically independent food shop there. Before the new opening of the current one, several shops were abandoned ten years ago.

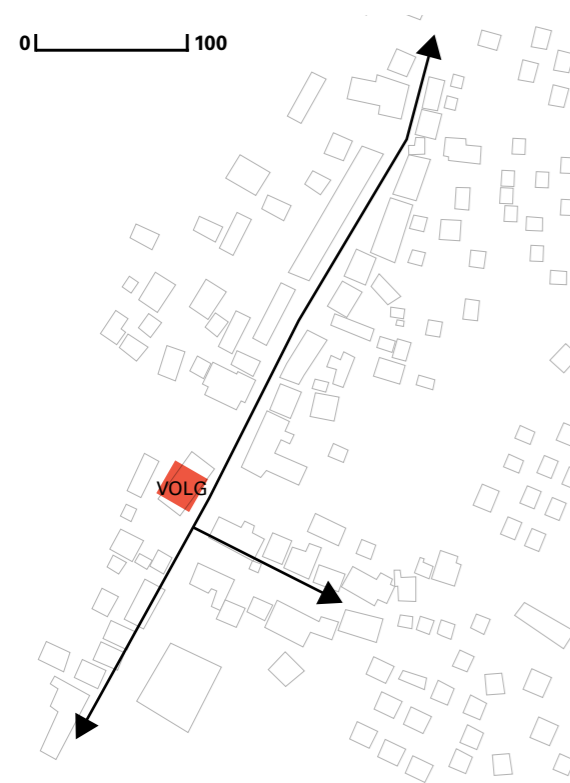
The people there normally goes once or twice a week down to Dornach, Reinach, Münchenstein or Basel to buy their food and commodities, who have to plan more about shopping plan, because they can not simply go just around the corner to buy missing things.



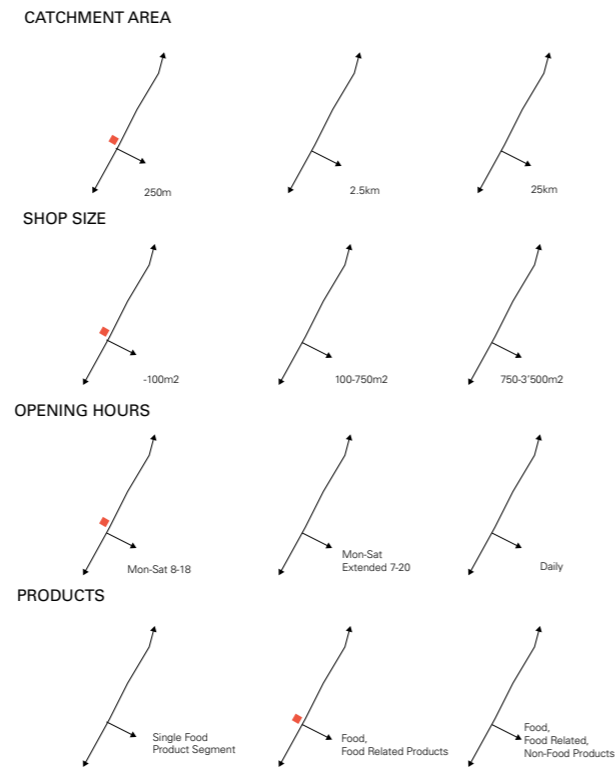
Overview Shops



1 Voig
Supermarket
Food
Mon-Fri 8-20, Sat 8-18??
100m²



Shopping Network



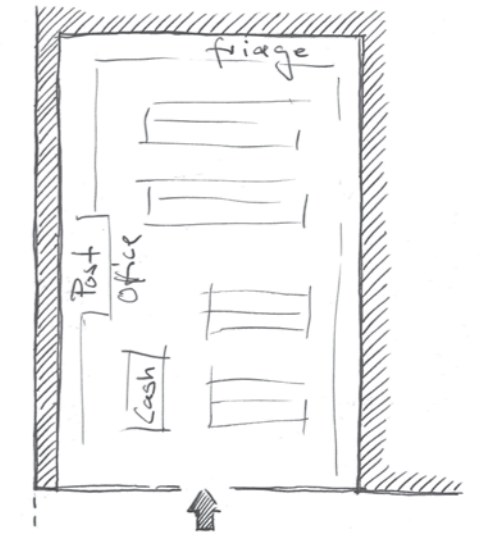
Reduced range of products for the daily need.



A post office in the shop offers a second pillar

Dorfladen Voig

Its new opening was in last year, 2010. The shop is used by population for small commissions. It is a combination of a little supermarket with a basic post office which is included in the shop. Synergy is apparently the operating strategy for both supermarket and post office. It brings also convenience to the rural village as integrated infrastructure. It provides a social platform where villager meet each other.



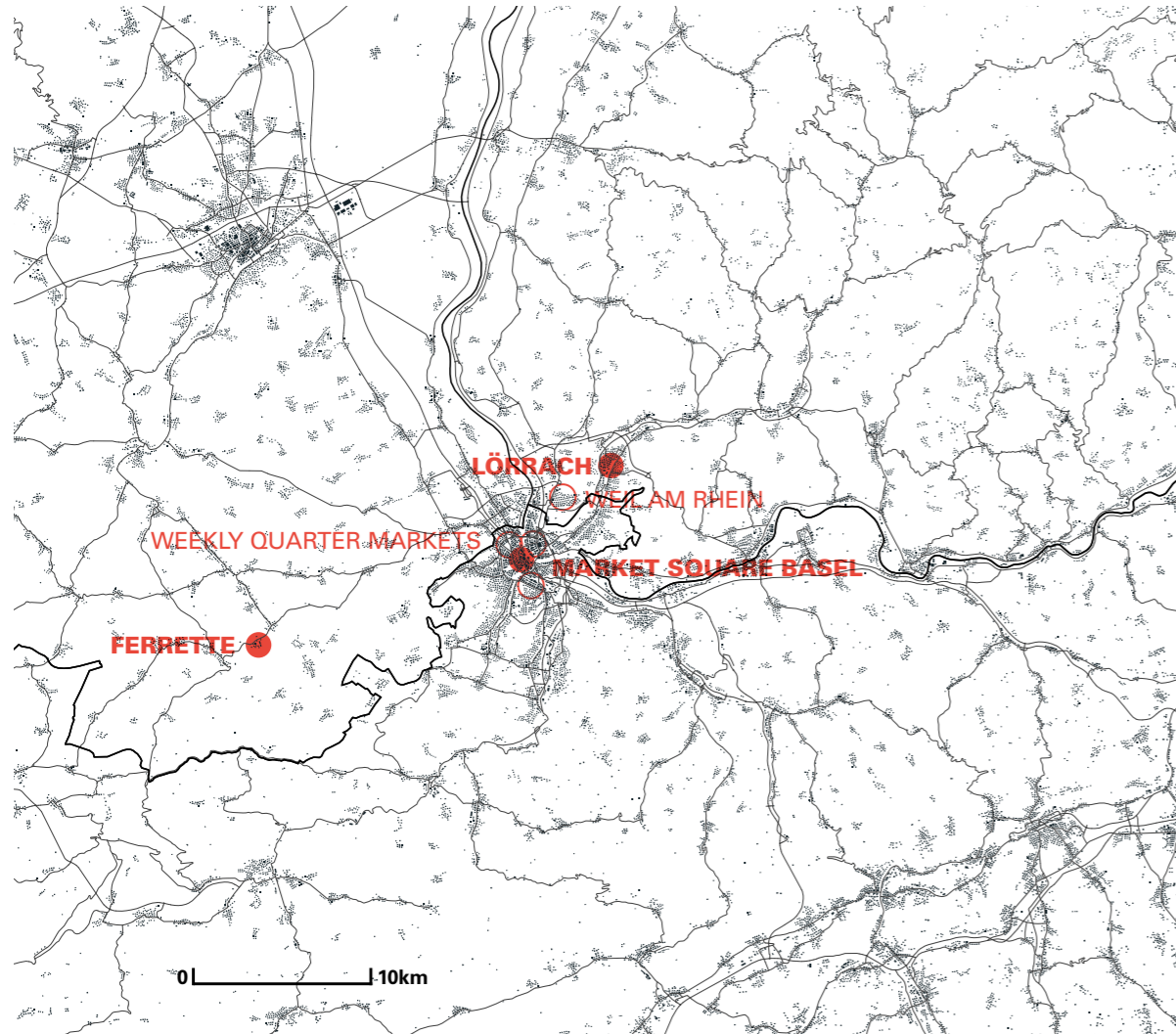
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MARKETS – LEISURE SHOPPING

Being the traditional way of buying and selling food which still exist today, markets have lost their role of feeding city. However, the shopping style and possibility they created carries forward, providing a more sensual, communicative and recreative experiences, whilst most of people go mostly to the supermarkets to satisfy daily needs nowadays. Fresh, old-fashioned, natural, local, traditional... „Back to roots“ might epitomize the value behind the scenes.



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Overview of Markets

Daily and Weekly Markets

The main features of markets are temporary and outdoor even sometimes with canopies or indoor, which make them differentiated from constructed and installed places of buying and selling food.

Come down to Metrobasel region, there are a daily market at the market square in the city centre, several weekly markets in the surrounding areas which mainly open on Saturday because people have much more spare time then.



Market Square on early Saturday morning

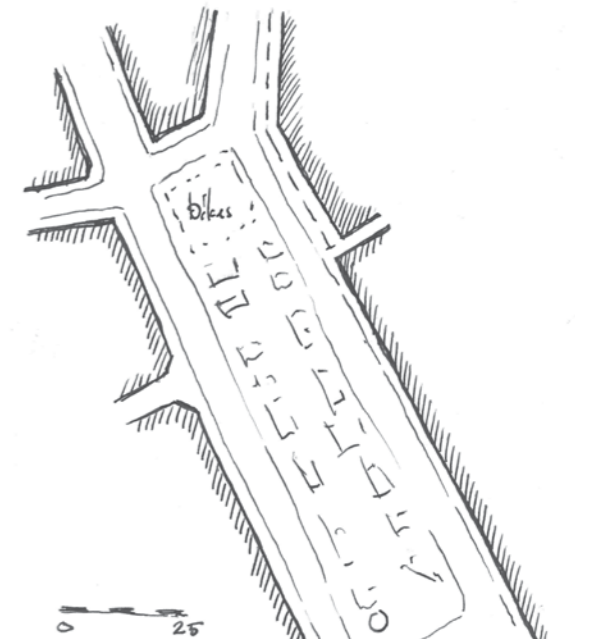
Market Square Basel - Daily Market

The opening times are 6-19 o'clock on Monday, Wednesday and Friday, 6-13 o'clock on Tuesday, Thursday and Saturday. Best selling day is Saturday, because most people do not have to work then.

The product range is vegetable, fruit, flower, specialities like cheese and Take Away. The stalls there are sundry from producer stalls to trader stalls. The numbers and kinds of stalls, as well as the range of products, varies through change of the days and seasons.

Which worth to notice is that there are also some stalls which are somehow the branches of a shop or shop chais such as Eiche butcher, Sutter begg or Holzofenbakery am Andreas.

For setting up a stall and selling at the market square, one has to pay to the Basel-Stadt government ,for instance, fee of a stall which occupies 30 square metres is 500 CHF per month. Due to some historical reasons, the spatial quality of current market square is not so fit for a market. It is also lack of attract and popularity as a shopping place. People would rather go to the market which has abundant stalls and product range crowded by people and immerse themselves into this atmosphere.



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Historic Development

The history of market square in Basel can be traced back to 13th Century. Back at that time, the square is divided by the Birsig, which was put down under the surface later in time.

The main product range were crops, wine, wood, hay and straw up till 15th century. There were also trade of fruits, vegetables, eggs, butter, chickens and geese, which are sold at the Münsterplatz at that time.

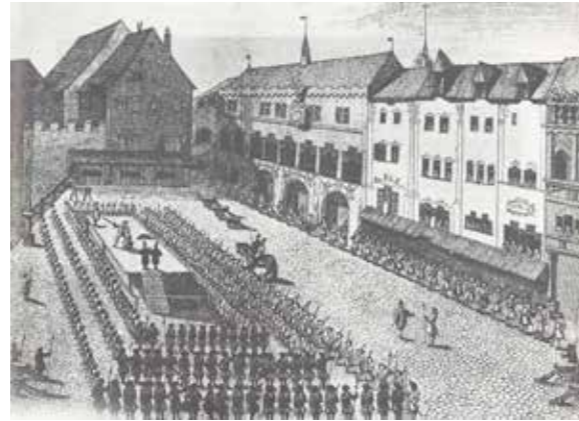
There were some shops around the market square which could be flipped down to sell cooked meat, birds and gingerbread.

It was also the judgement place of Basel where death penalties were been sentenced and executed until the beginning of 19th Century.

At the end of 19th Century, it increased?. Tram system was introduced to the city, also passed by market square. The town hall was embellished.

During the 20th Century, the market square began to loose its importance as it was centre of shopping as well as a central place of meeting and communicating with each other.

Once was a essential institution of city, now it is just a remnant of that.



Judgment in the 18th Century

Source: Book "Basler Geschichte"



Typical market scene in 1888

Source: Book "Basel. Geschichte einer städtischen Gesellschaft"



Stefan Fuchs - Fruits from Tüllinger

This stall is a producer stall, which sells very high diversity of seasonal fruits, for example, 14 different Apples and 4 Pears.

The owner of it produces about 100-200 Tonnes of fruits a year on 20 hectares. It opens 6 days a week at the market square.

The stall has also a long family tradition. it appears at market square since early 1980s. Recently they have launched a new service called the fruit basket delivery, that you can order fruits on the internet



Paul Hirt / Hanni Kiefer, Biel-Benken

This stall is a trader stall, which mainly sells vegetables at market square from Tuesday to Saturday.

The owner gets products mainly from farmers in the surrounding of Leimental.

This stall has also a history of circa 30 years.



Eiche -Take Away and meet



Trader Stall with Vegetables



Flowers



Speciality - Bundner Chees.

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Fam. BJ Meyer, Village Neuf

This stall is a producer stall which sells mainly vegetables. The owner, however, also buys some products to complete the product range when out of season. It made its debut at the market square 25 years ago, but maybe this year is the last year of this stall because that the owner is going to retire next year.



Mila u. Paul Buser, Falljardo, Häfelfingen

This stall is a producer stall, opens from Wednesday to Saturday normally but every day during the cherry season. It sells vegetables, fruits and some processed food like bread, dried fruit, juice. Selling at market square is one third of their sales, others direct from selling at the farm and putting into the trade. It is a relative young stall which is just 3 years old now.



Lack of customer - typical market scene in Saturday morning



Flowers



Specialities - Italian delicacies

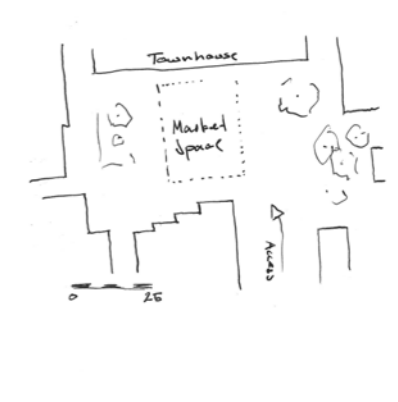
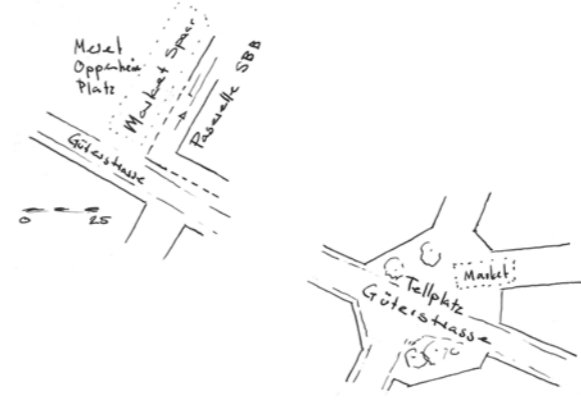


The intercultural mixture of the market is not expressed

Resinous establishing of a new market in a new environment

Weekly markets Tellplatz (above) and Trainstation (below)

Weekly market in Weil am Rhein



Matthäus - Weekly Market

Matthäus is a lively quarter with a high proportion of foreigners. The weekly market here is organised by a association found after a competition for a "Wahrnehmungsprozess Reiches Kleinbasel" in 2006 - since then the market exists and only opens from 8 to 13 o'clock every Saturday. Some vegetables, a lot of processed food like jam, wine, syrup can be purchased here. This lovely market is nevertheless not really well rooted in the quarter, the intercultural connotation of the quarter is not expressed in the market.

St. Johann - Weekly Market

St. Johann is a traditional quarter with huge changes over the last years. The market here exists since November 2010. It is new and up till today not yet well developed. It is a combination of a traditional weekly market with a flea market, opens just on Saturday morning from 9 to 13 o'clock. For the food segment, there are just one vegetable stall and a jam stall.

Gundeli - Two Weekly Markets

There are two markets in this quarter. One is near central station of Basel opens on Friday and sells only processed food and Take Away such as "Güggeli-Express" or "Cool Beans". The other near Tellplatz opens on Saturday morning. It is a small market with few stands. They both are organised by "Art & Food Management", a company which runs several markets across Switzerland. The invention was 2 years ago, markets has been reduced by size several times according to the conceptual change.

Weil am Rhein - Weekly Market

The market is located in front of the town hall which is established in 1960s and beside the main shopping street. It opens 2 days a week, Wednesday morning and Saturday morning. The product range is mainly vegetables with a lot of producer stalls, bread, meat and cheese. It is a very successful market which has high popularity. Lots of people come here not just for shopping, but also meeting friends and exchanging news, etc.

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© ETH Studio Basel



Large variety of producers and products



Fresh vegetables direct from the producer

Lörrach - Weekly Market

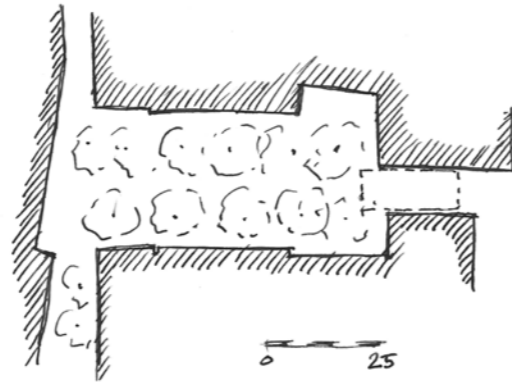
The market here has also a very long tradition, it is older than all the buildings around. It functions just as an institution in the medieval city. It appears as early as 1403 because Lörrach was an important trading post. It is supposedly the most beautiful market in the whole region. It opens from 7-13 o'clock on Tuesday, Thursday and Saturday.

There are more than 100 stalls which mainly are producer stall. It has a high variety of different local products: mainly vegetables, bread, meat, sausages, etc. Meanwhile, it also provide a huge amount of organic products.

It is a great possibility for producers to leave the trader away, namely direct from farmer to customer which saves freshness and money for the customers.

The market functions also as an institution for social contacts. Being very popular, it is even crowded sometimes. The shopping atmosphere is very good.

There are also a lot of cross border visitors from Switzerland, they get good, fresh products for lower prices.



Sheltered space - good market conditions



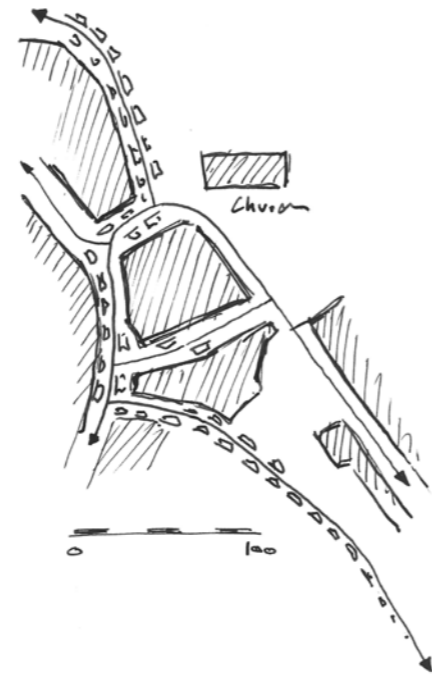
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There are a lot of stalls selling food and nonfood Products

Ferrette - Weekly Market

Ferrette is a rural village in the Sundgau with about 1000 inhabitants. It is located in a little gorge and an important hinge in the network of small rural villages in the Sundgau. The market is along the street through the whole village and opens from 7-12 on Saturdays. With few food stalls which sell only sausages and delicacies and sweets, there are much more non-food stalls which sell clothes, household articles, etc. The function of this market is so different, compared to the markets in the urban and suburban areas, where the intention is to bring fresh food from the hinterland to the city. Ferrette is just the opposite, to supply the rural area with urban products. The market works also as a social institution, people from different villages meet there to go "shopping" and drinking some wine and eating some Merguez.



The market is located like a chain trough the whole village and ends up outside



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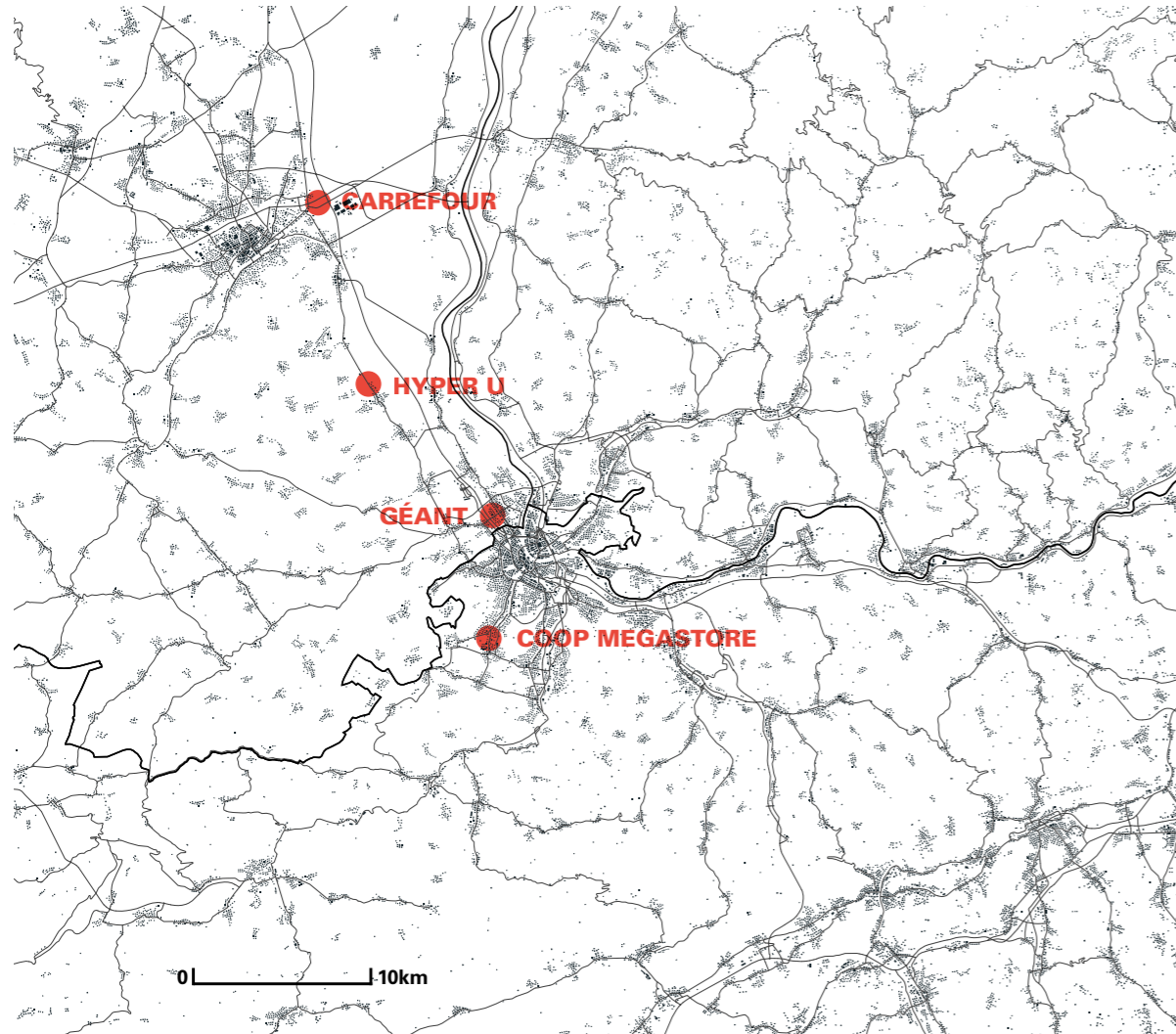
HYPERMARKETS – SELLING MACHINES

Hypermarket is mainly defined by a huge selling space for sales that covers whole product range from nonfood (laptops, books etc.), food related to food products.

They are mainly located in the outskirts area of city with good reachability for customers and logistics such as highway around. It has normally a large parking lot because customers come here by automobiles.



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Overview of Hypermarkets

Hypermarkets in the Region

There are hypermarket chains from Mullhouse all way down to Saint Louis border.

Carrefour in Mulhouse is seen as the prototype.

All of them have good connections to highways or main regional roads.

Typical hypermarkets are maily French phenomena and plays main role in this area, there are almost no other shops nor supermarkets.

There are also some hypermarkets in Germany. for instance, Marktkauf, an untypical example because it works like a shopping centre at the same time.



Carrefour
Mulhouse
35'000sqm



Hyper U
Sierenz
16'000sqm



Gèant
Saint Louis
13'000sqm

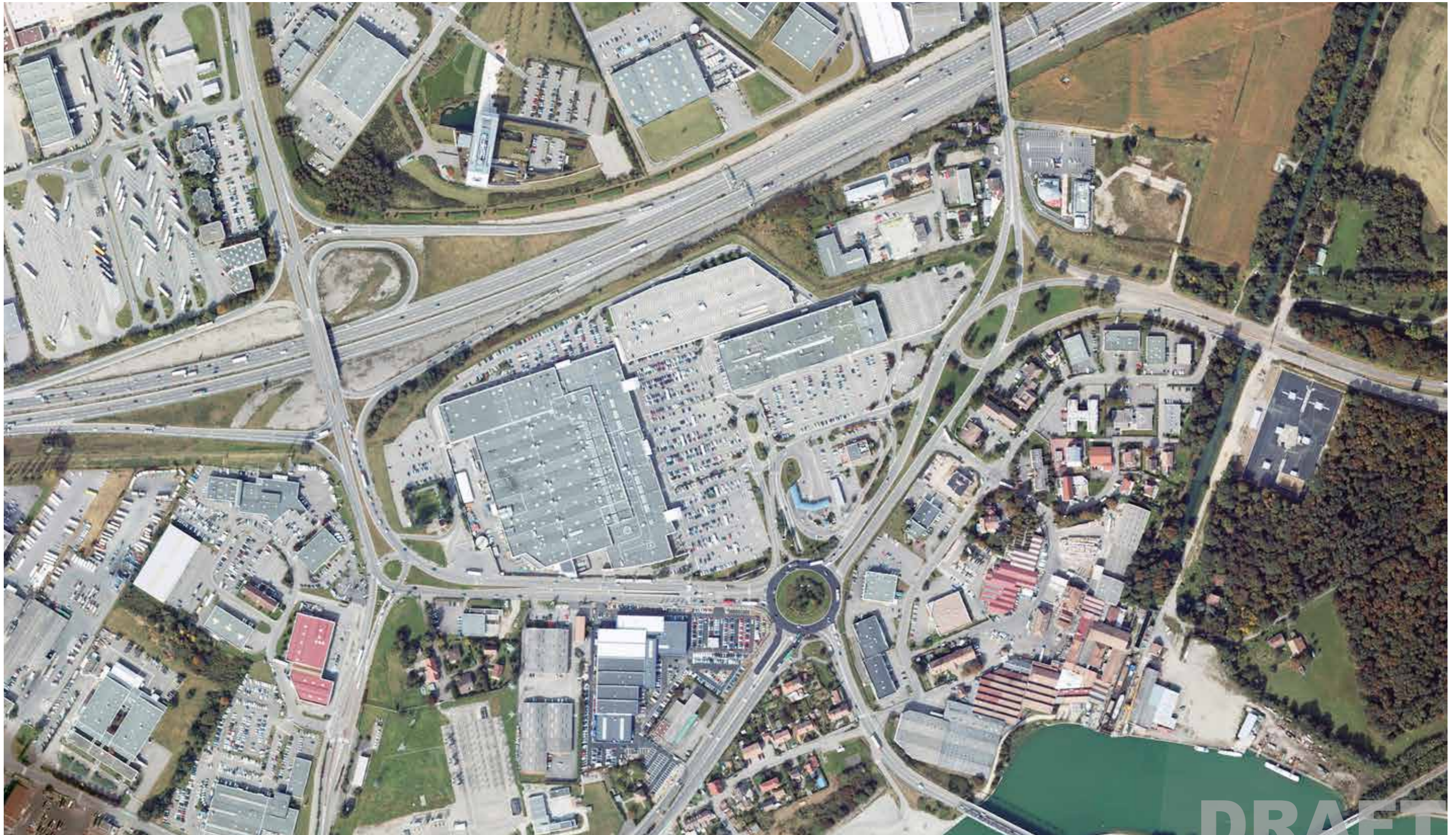


Coop Megastore
Oberwil
6'000sqm



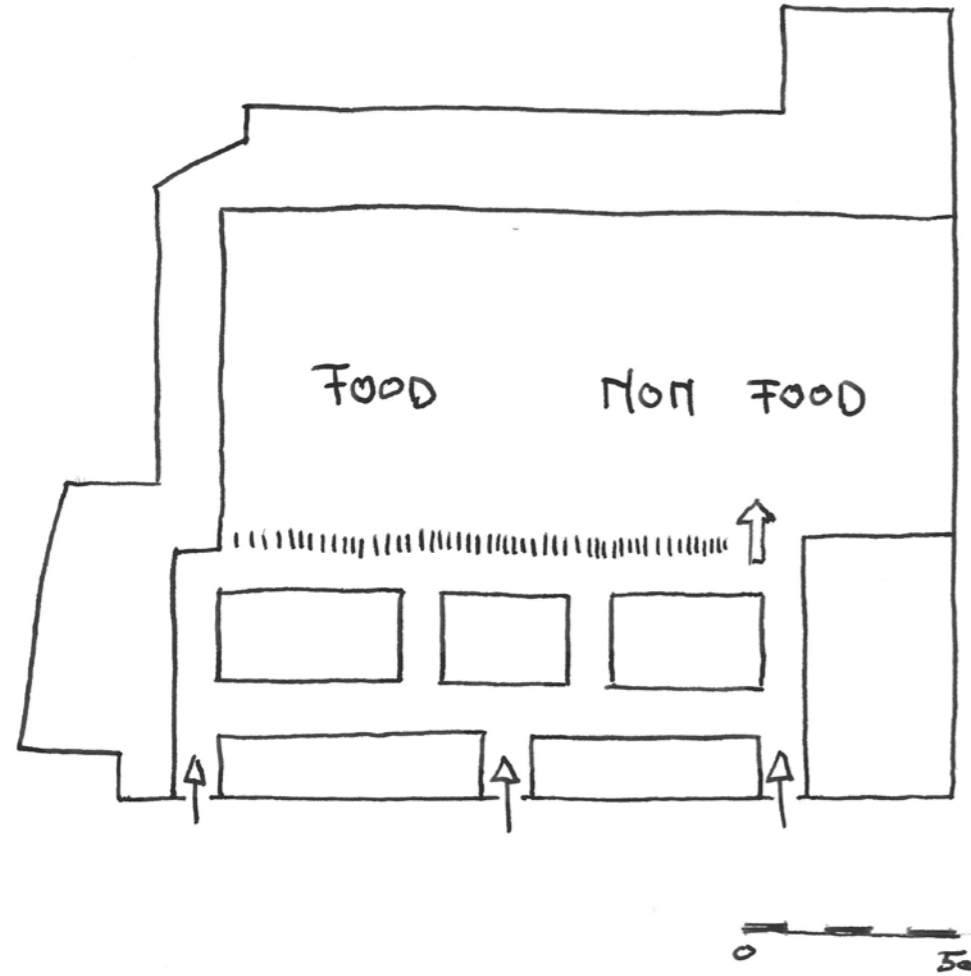
<http://maps.google.ch/>

© ETH Studio Basel



Satellite Image Carrefour, Mulhouse

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http://maps.google.ch/
© ETH Studio Basel



Prototype of European Hypermarkets
Carrefour, Mulhouse, 35'000sqm

Carrefour has invented the European hypermarket and is one of the biggest economies in the world of retailing. "Centre commercial Ile Napoléon" is opened in 1973 at the city border of Mulhouse where Carrefour entered in 1993. With highway A36 (Paris-Müllheim) and A35 (Basel/Switzerland-Strasbourg) passing by, it has excellent traffic-connection and reachability. It has an astonishingly huge size, creating a limitlessness of shopping, when inside of this hypermarket, one can hardly see the borders. In terms of retailing strategy, it puts some attracting "boutiques" in the entrance area while the main shopping space covers the product range from medias, electronics, clothes, household to food, almost everything which can be purchased. They have their own bakery and meet processing sector in the main shopping space.



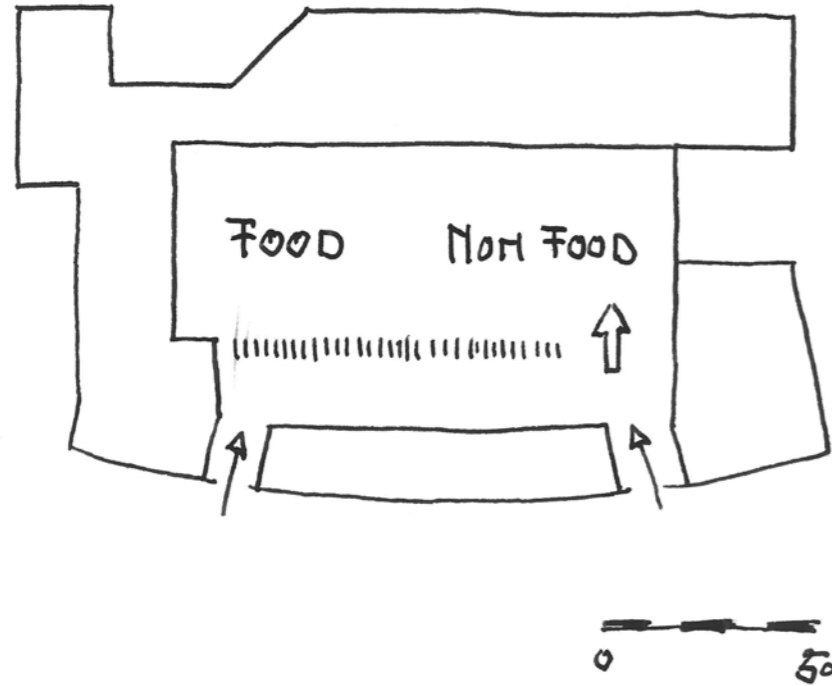
Parking space in front of the central entrance number 2



Nonfood and preserved food

Cheese, bread, vegetables, meet

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Built on the green meadow - next to a high road connecting street



Partially roofed parking and entrance

<http://maps.google.ch/>

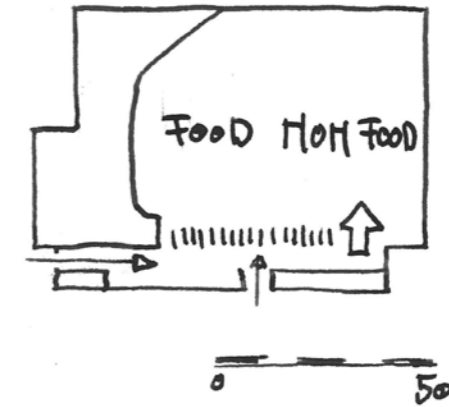
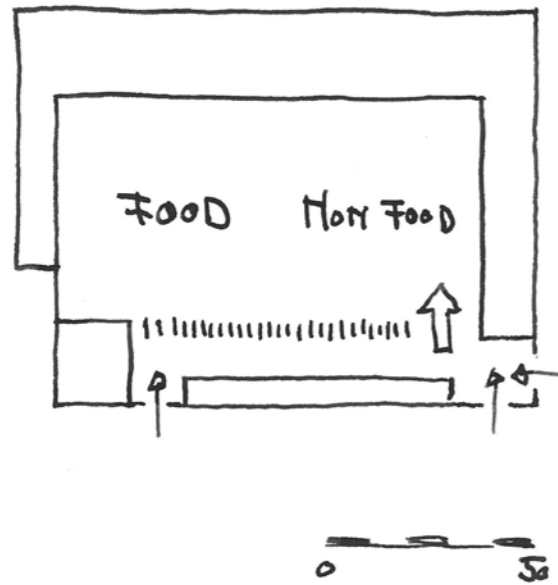


Generous shopping area

© ETH Studio Basel

**Establishing a New Main Supplier
Between Basel and Mulhouse
Hyper U, Sierenz, 16'000sqm**

Sierenz is a franch village with 2700 inhabitants. Hyper U is located on the village border, next to a highway, relative the centre between Basel and Mullhouse. It opened about 5 years ago on the green meadow. It is a main supplier for all the little villages around up to the Sundgau because there is no bigger village or no bigger shop in surrounding areas. As always, it also covers almost the whole product range.



Huge outside parking slot next to the village centre



Satellite <http://maps.google.ch/>



Main axis

Géant, Saint Louis, 13'000sqm

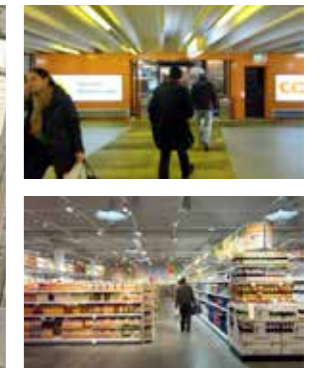
This hypermarket is just 500 meters away from Saint Louis centre, located in the suburb. It has a history more than 10 years. It attracts some shoppers from Switzerland because of the geographical advantage. Without any attracting boutiques, it is purely one shopping space.



Entrance and car park



Satellite <http://maps.google.ch/>



Entrance and Shopping Space

Hypermarket Tendencies in Switzerland? Coop Megastore, Oberwil, 6'000sqm

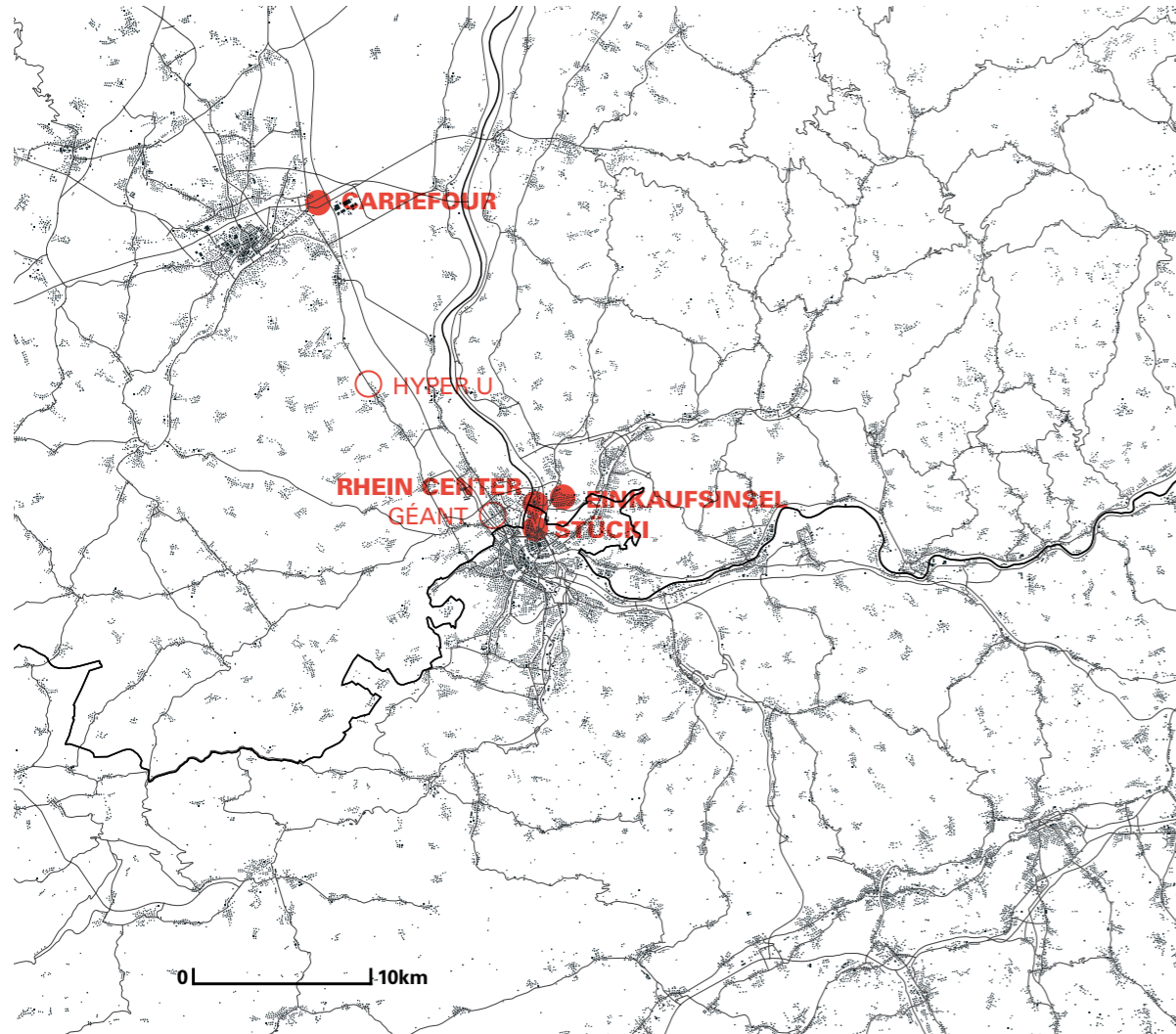
Coop Megastore Oberwil opened on Mai 2010 as the 31th Megastore in Switzerland. Location is in a industrial area with a large amount of shopping facilities such as MM, Bau+Hobby, Aldi. Unlike other Coop store or Coop City, it works exactly as a typical hypermarket system, from non-food product at the beginning till fresh food at the end. The non-food segment is, compared to typical hypermarkets, obviously smaller.

PHENOMENA OF CROSS BORDER SHOPPING

Due to the geographical position of Basel which attached 3 countries, namely France, Germany and Switzerland, cross border shopping is a phenomenon that can never be neglected as a n occasional case. Different prices, different currencies, different taxes as well as the changing exchange rate, which is the main drive of cross border shopping? Is cross border shopping also in themes of quality and leisure?



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Overview of Cross Border Shopping Facilities

Cross Border Shopping

“Dreiländereck” is the best footnote of the unique border situation in Basel.

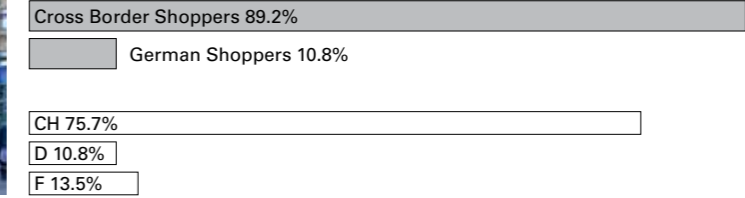
Cross border shopping for swiss people mainly comes out of price differences and it is also possible to get added value tax back. That is a 7% or 19% plus discount on every purchased item.

But there are also certain limitations about tax draw back, for instance, one can not purchase meat over 1 kg. Border policemen will do the spot-check.

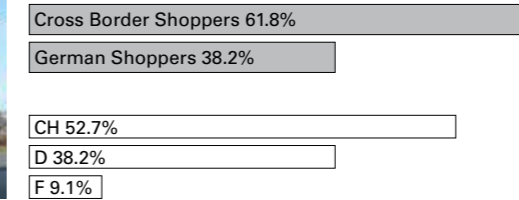
By counting cars in the parking lots of these cross border shopping facilities in a Saturday afternoon, we obtained an estimated data for the cross border shoppers.



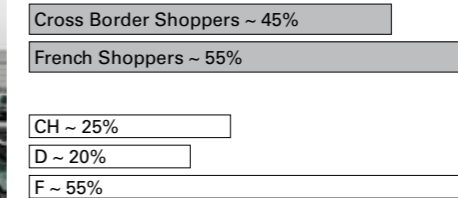
Rheincenter, Weil am Rhein, D



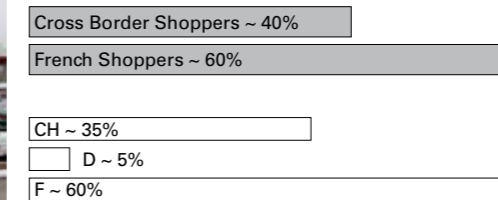
Einkaufsinsel, Weil am Rhein, D



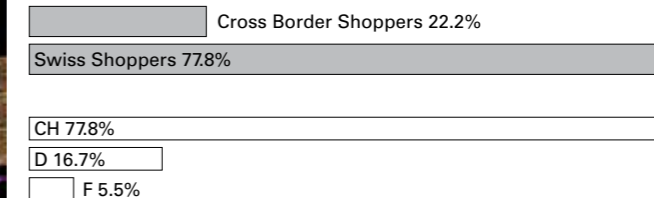
Carrefour, Mulhouse, F



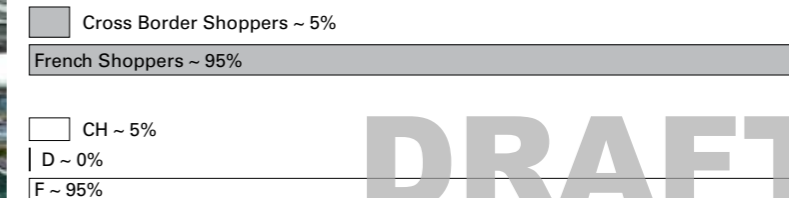
Géant, Saint Louis, F



Stücki, Basel, CH



Hyper U, Sierenz, F



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Traffic jam on a Saturday afternoon in front of the Rhein Centre in Weil am Rhein

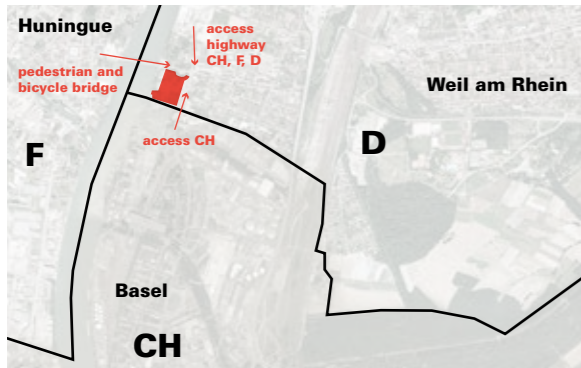
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Entrance for the cars vs. entrance for the pedestrians



Mainly focused on cross border shoppers



Border connection of the Rhein Centre <http://maps.google.ch/>



Pedestrian bridge connecting Huningue and the Rhein Centre



Shopping street inside the Rhein Centre



Two level hypermarket - Marktkauf

Rhein Centre - Cross Border Infrastructure in Germany for Switzerland and France

As shown in the propaganda posters, it mainly focused on cross border shoppers.

It is a shopping centre with a two-level Hypermarket named Marktkauf. There are a lot of boutiques, shops and a cinema.

Reachable by public transportation, bike or as a pedestrian with the bridge, together with a very big catchment area attracts customers even from Bern and Zurich, It runs a very successful business.

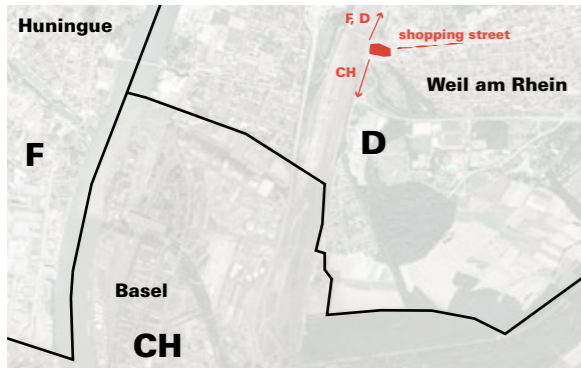


Well working shopping street with specialized shops and market

Two price levels on two levels - Aldi and Rewe

High end shopping centre as a swiss attractor

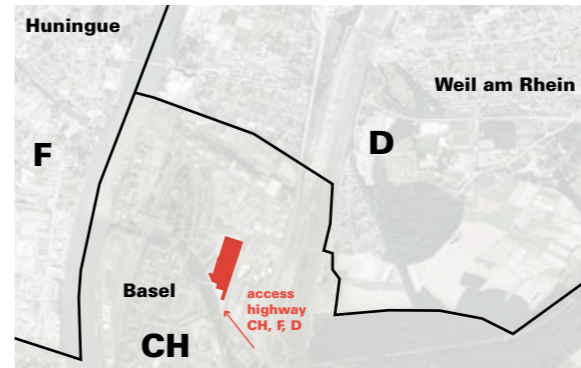
Huge product range - huge catchment area



Location of the Einkaufsinsel <http://maps.google.ch/>



Shopping Centre Einkaufsinsel Weil am Rhein



Location of Stücki <http://maps.google.ch/>



High Road Connections <http://maps.google.ch/>

Einkaufsinsel - Cross Border Shopping as Enrichment for the Centre of Weil am Rhein

Einkaufsinsel, near the main shopping street, is a shopping centre with a discounter and a better-quality supermarket.

There are more people in fact of cross border shopping help to hold up a good quality of shopping on the main street where one can easily find various food stores such as butcher, bakery, health-food and organic food super market (al Natura), italian specialities store together with the market on Saturday.

Stücki

Though cross border shopping into a higher price country such as Switzerland seems to be irrational, yet there are still one fifth cross border shoppers!

They might attach importance to quality and shopping environment for the compensation of higher price.

Since the opening of shopping centre Stücki, the huge migros in there has to be reduce to one third of the original size.

Shopping atmosphere here does not varied a lot from a normal supermarket downtown. Hypermarket concept does not work in this case.

Carrefour

The largest Hypermarket in Metrobasel region attracts many customers, there are almost half of which are cross border shoppers, some even from central switzerland.

One of the features is direct access to the highways.

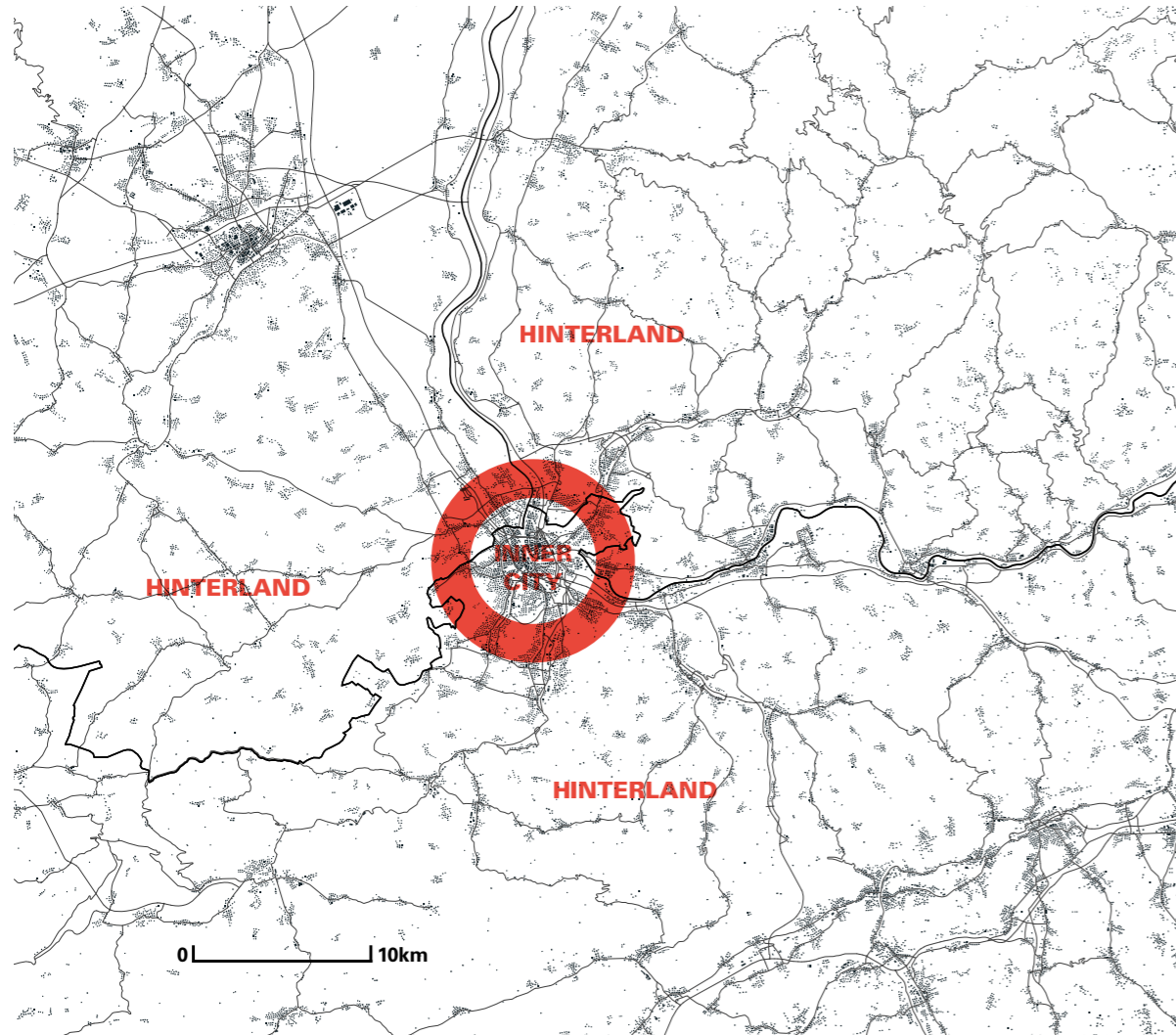
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CONCLUSION



These two images (left: weekly market in Ferrette, right: market square Basel) reveal a certain phenomenon, that the markets in the rural areas sell mainly city products to villagers whilst the market downtown brings fresh, rural produced food to the urban inhabitants.





The research reveals another aspect to define the Basel region, the area of food shopping of resident from the region. The general urban situations and specific cases show general ways how food shopping co-function with the whole city as well as the unique features of the Basel region. The network of bigger shopping infrastructures, which is not planned, forms a belt around the city. This belt works as a significant area within the urban cross-section, supplies the hinterland as well as the urban centre.

