

Baics, Gergely (Columbia University, Barnard College, New York)

### **The Spatial Articulation of Commerce and Trade in Mid-19th-Century New York City: From Central Business District, to Retail Streets, and Neighborhood Shops**

My paper explores the commercial geography of mid-19th-century Manhattan. As New York transitioned from a walking city to a complex metropolis, its social and economic geography became more specialized and differentiated. Using GIS mapping with large digitized datasets, including land-use data from the 1852-54 Perris Fire Insurance Atlas and geocoded businesses addresses from the 1854 Rode city directory, my paper surveys the spatial articulation of commerce and trade in the midcentury transitional city. Specifically, it reconstructs the spatial processes that turned lower Manhattan into a bustling central business district, with specific areas devoted to finance, administration, warehousing, wholesale marketing, and retail shopping. It maps the consolidation of a metropolitan streetscape—Broadway and the Bowery offered two distinct experiences of promenading; a varied geography of shopping emerged along the city's retail corridors centered on the north-south avenues along the famous Manhattan grid plan, while crisscrossing the city below; as well as myriad convenience shops sprawled across New York's increasingly separated residential neighborhoods. Besides surveying the locations of commercial businesses, the paper will explore the geographies of retailers by type. It will also reflect on how Manhattan's morphologically distinct halves—on the grid, and below—shaped land-use development, in particular the locational logics of retail shops

Diago Hernando, Máximo

### **The influence of the wool export trade on the shaping of the urban network and urban landscapes in the Crown of Castile from the fifteenth century to the beginning of the nineteenth century**

The contribution would be integrated in the third block, since it would address a dynamic aspect of the spatiality of trade. It would analyse the way the development of the wool export trade exercised influence upon the establishment of connections between towns in a country where there were many and important obstacles for the transport of goods, because of the high mountains that existed between the central plateau and the coasts.

Fine wool was the main export product of the Crown of Castile for centuries, since the end of the Middle Ages until the beginning of the nineteenth century. There was a strong demand of this product in many European countries, especially in Flanders, Holland, France, Italy and even in a later period in England. With money obtained from the sale of wools, many manufactured products, especially textiles, were imported. The growth of this trade had a direct influence upon the development

of many towns, especially coastal towns like Bilbao, Santander and San Sebastián in the "Cantábrico" Sea, and Alicante and Cartagena in the Mediterranean Sea. We would analyse the way that the export wool trade influenced upon the shaping of the urban landscape of these coastal towns, where infrastructure for storage had also to be built. But we would also pay attention to other towns that were affected by the growth of this trade. We would pay attention to the main towns of the regions where most of the wool was produced. From this point of view special attention will be paid to the regions where the transhumant sheep that produced the fine wool were sheared. The connection between towns and shearing places will be studied. And attention will also be paid to the places where wools were washed and put into sacks. The cases of towns like Burgos, Segovia and Soria, where important washing infrastructure was established, will be studied with more detail, focusing on the analysis of the influence that the growth of this activity had upon the urban landscape, and the urban labour market. Finally attention will also be paid to the means of transport that were used to connect the different urban centers that played a role in the organization of the export wool trade. It will be shown that the impossibility to use charts in certain places forced to transfer the sacks from the charts to pack animals. This circumstance favored certain towns where the change from charts to animals took place, like Vitoria, where the customs-house was also established.

Eigner, Peter (Universität Wien, Institut für Wirtschafts- und Sozialgeschichte)

### **Der Verlust an Urbanität und das drohende Ende des Wiener "Grätzels". Der Vormarsch von Selbstbedienung, Supermarkt und Shopping Cities versus "Greißler- und Wirtshaussterben"**

Wien verharrte in etwa bis Ende der 1950er Jahre in seiner gründerzeitlichen Struktur. In den 1960er Jahren begann sich eine Dynamisierung der Entwicklung abzuzeichnen. In den Innenbezirken setzte sich ein Bevölkerungsrückgang fort, insbesondere junge Familien mit Kindern zogen in die neu errichteten Gemeindebauten am Stadtrand. Dies hatte Auswirkungen auf die Nahversorgung, zahlreiche Lebensmittelgeschäfte (die sog. „Greißler“, aber auch Bäcker, Fleischhauer, etc.) gingen ein, fanden keine Nachfolger. Das „Greißlersterben“ wurde sprichwörtlich. Ersetzt wurden die kleinen Nahversorger durch Selbstbedienungsläden und Supermärkte, bald durch immer größer werdende Einkaufszentren. Eine ähnliche rückläufige Entwicklung fand sich bei Kaffee- und Wirtshäusern. Mit dem Fernsehzeitalter veränderten sich die Freizeitgewohnheiten. Auch hier war bald von einem „Sterben“ die Rede. Verbunden mit diesen Entwicklungen war ein Verlust an Urbanität, an Individualität und Charme. Diese Geschäfte und Einrichtungen waren Kommunikationszentren der jeweiligen Stadtteile, der Wiener „Grätzels“ gewesen. Es war erstaunlicherweise die in Wien ansonsten unbedeutende ÖVP, die auf diese Entwicklung als erstes

aufmerksam machte, die sog. „Bunten Vögel“ unter Erhard Busek, während die Wiener SPÖ mit erstaunlich kaltem Blick auf diese Veränderungen schaute. Ein allmähliches Umdenken setzte erst in den 1980er Jahren ein, als Wien in eine Phase der Re-Urbanisierung trat.

Eliassen, Finn-Einar (University of South-East Norway)

### **Timber trade, townscapes and urban networks in Early Modern Norway and Northern Europe**

The export of timber in various forms was the economic backbone of nearly all the towns of Early Modern Southern and Southeastern Norway – towns further west and north being mostly dependent on fish. The timber trade put its strong mark on the topography and waterfront of the port towns between Lindesnes (the southernmost point of Norway) and the border with Sweden at Svinesund. Piles of planks and deals had a great impact on their townscapes and often formed formidable barriers between the towns and the sea, dominating the view from incoming ships. At the same time, the timber trade created networks between the towns and their often vast hinterlands, and between the Norwegian timber-exporting towns and a great number of port towns around the coasts of Europe, especially around the North Sea and along the Atlantic coasts.

Freitag, Werner (Westfälische Wilhelms-Universität, Münster)

### **Herausforderung Textilindustrie: Urbanität und Urbanisierung in Dörfern und Kleinstädten im westlichen Westfalen am Ende des 19. Jahrhunderts**

The Challenge of textile industry: Urbanization in villages and small towns in the western Part of Westphalia at the end of 19th century

Um 1900 prägte die Textilindustrie die Landgemeinden und Kleinstädte des westlichen Münsterlandes. Große Webereien und Spinnereien veränderten die zuvor vom Handwerk und von der Landwirtschaft geprägte Topographie; Bevölkerung und bebaute Fläche stiegen an; die vielen Fabrikarbeiterinnen und -arbeiter veränderten die Sozialstruktur massiv. Diese Herausforderung der Urbanisierung beantworteten die örtliche Verwaltung und die alten Eliten mit Maßnahmen, die wir aus der Geschichte der großen Städte kennen: Strom- und Gaswerke, Wasserversorgung, Kläranlagen, Krankenhäuser, neue Straßen, Schulen, Wohnungsbau, aber auch Stadtparks und Repräsentationsbauten. Urbanität ist also auch für die Kleinstadt und die Landgemeinden nachzuweisen.

Iacob, Dan Dumitru, Romania

### **Trade and Sociability in the Markets and Fairs from Romanian Principalities in the 18th-19th Centuries**

In this paper, I'm going to present a series of historical landmarks related to the economic, social, legislative and urban specificity of the markets and fairs in the cities of the Moldavia and Wallachia Principalities in the modern era. On the basis of the documents, pictures and maps, I will show the legal frame of the setting up, organizing and functioning of the markets and fairs, the number, type, timing and their topographic distribution both at the level of the principalities and inside towns. Based on case studies on the largest markets and fairs in Iași, Bucharest, Câmpulung, Târgoviște, Buzău and Fălticeni, I will show how these places of exchange were built and equipped and what impact they had on urban development. I will also show the economic and social importance of markets and fairs, referring in particular to the type of commercial activities carried out in these places, the areas of origin of goods, the areas economically served by markets and fairs, the social profile of participants and, last but not least, the cultural influences and the forms of sociability that these places of exchange were promoted or generated. In some cases, we will use the cartographic resources of the Historic Town Atlas of Romania (seven volumes) for topographic analysis and comparisons.

Irsigler, Franz (Universität Trier)

### **Papierproduktionslandschaften und die Zentren des Buchdrucks und des Bücherkaufs vom 14. bis zum 16. Jahrhundert in Mittel-, West- und Südeuropa**

Seit die Papierfabrikation in Südeuropa Fuß fassen konnte, zuerst in Spanien (Xàtiva seit 1074) und Sizilien (Privileg 1102), dann in Genua (um 1210) und in den Marken (Amalfi vor 1231), entstanden zahlreiche Papierproduktionslandschaften, deren Kennzeichen neben intensiver Wasserkraft und sicherem Bezug von Leinenlumpen in dem engen Bezug zu größeren städtischen Zentren mit hoher Nachfrage nach Büchern und – seit Gutenbergs Erfindung in Straßburg (nicht in Mainz) – einer Konzentration von Druckereien bestand. Eine Leitfunktion hatten dabei Messeorte, wo die Papieranbieter unterschiedliche Qualitäten zeigen konnten, was den Messen der Champagne, der Niederlande, Frankfurt, Nördlingen und Leipzig frühe Funktionen von Mustermessen verliehen. In Italien versorgte Amalfi und Papiermühlen in Sizilien vor allem Rom und Neapel, Venedig versuchte das Papier von Treviso zu monopolisieren und erließ deshalb 1366 ein Ausfuhrverbot für Lumpen aus der Stadt und dem Landgebiet (terra ferma). Das Papier der mühlenreichen Bäche im Hinterland von Lucca versorgte die Großstädte der Toskana, vor allem Florenz, das Papier aus Piemont, vor allem aus Caselle

Torinese, erreichte nach Turin, Mailand und Genua auch die Schweiz, wohin im 15. Jahrhundert nicht weniger als 12 Papiermacher aus Piemont sesshaft wurden, darunter die auch nach Oberdeutschland ausgreifenden Gallicani, deren Hauptproduktions- und Absatzplätze Basel und Freiburg i. Ü. waren. Ravensburg (erste Papiermühle 1393) lieferte nach Augsburg, Ulm, Regensburg und wohl auch München. Köln wurde überwiegend aus Lothringen mit Papier versorgt, natürlich auch das Zentrum Metz, vor allem aus dem wasserreichen Epinal, wo es mindestens acht Papiermühlen und eine eigene Papiermacherzunft gab – die einzige im Reichsgebiet. Die riesige Papiernachfrage von Paris (Universität, Buchdruck) bediente die Champagne, vor allem die Messestadt Troyes. Den großen Ausstoß an gedruckten Büchern von Lyon sicherte die Auvergne (ca. 50 Papiermühlen). Die Niederlande wurden durch Champagne, Lothringen und einige Mühlen an der Maas (Huy 1403) bedient. So konnte sich in zahlreichen Städten der Buchdruck als zunftfreies Gewerbe mit bis zu 20 Betrieben (Köln, Nürnberg, Paris, Lyon, Venedig, Rom, Sevilla u.a. Städte) entwickeln. Der Buchhandel der Wanderhändler (Kolporteure) versorgte auch ländliche Regionen und Kleinstädte mit Lesestoff. Die Nachfrage stieg mit der Reformation und den Verbesserungen des Schulwesens enorm.

Klement, Judit

### **Steam milling industry in urban space, Budapest 1841–2008**

It is well known, how important role the milling industry played in the industrial development of Hungary, from the mid-19th century. Moreover, the biggest and most modern steam mills were built in Budapest. In my lecture, I will focus on the connection between the milling plants and the city. The analysed period begins when the first steam mill started its operation in 1841 and ends in the year when the last steam mill building was destroyed in 2008. First, I will sketch the places, where the mills were built in the city, and will also study the cause of location, which changed a bit in time by the way. Second, I will analyse the effects of these industrial plants on their neighbourhood and vice versa. Third, I will examine the changes in time. Today we have four such giant milling buildings in Budapest, but once, there were nineteen. The history of steam mills in urban space is a story about construction, expansion, restoration after fire or war and demolition on the one hand, and influence of urban development and technical progress on the other.

### **Markets in Ruthenian Towns: legal and spatial perspectives.**

With the introduction of Magdeburg law in the towns of present day western Ukraine in the medieval and early-modern times the market square became the center of newly founded or legally reorganized settlements. Most of the commercial, public, administrative and religious life of an urban community was centered here. However, as followed from its name (market square) the primary function of this part central of urban space was economic. The importance of this function for a town was often stressed in urban privileges, when in addition to the legal immunity also market rights were granted.

This paper explores how the shape of a market place was changing under the new legal order: for instance, how the so-called "long market," formed along a trade route near a princely stronghold, was transformed or replaced by a market square of a planned town. Moreover, attention will be paid to the role of commercial legislation in the usage/function of the centrally located market square in the town, in the creation there of an exclusive representative space with a limited access to different social and religious groups.

Lukin, Pavel V. (Institute of Russian History, Russian Academy of Sciences)

### **The Marketplace (*Torg*) in Medieval Novgorod as a Space of Commerce and Action**

The paper discusses the Novgorodian *Torg* (literally, 'market'), the market square on the right bank of the Volkhov River on which the city is located, at the time of the independence of the Novgorod republic (12<sup>th</sup> century to 1478). Because of the *Torg*, the right-bank side of Novgorod got the name *Torgovaya* ('Market Side'). The Marketplace is attested in written sources since the 12<sup>th</sup> century. The space of the Marketplace played a crucial role in the Novgorodian economic and political life, in fact, being the centre of it. Both trading and civil activities defined the topography of the *Torg*. The Marketplace hosted trading infrastructure (market-stalls). Basically, the Marketplace and the Yaroslav's Court, the square where the popular assembly named the *veche*, the highest political authority of the Novgorod republic, was summoned, were in fact a single space. There were also the churches of St John the Baptist-on-Opoki and St. Paraskeva, which were the patronal churches of Novgorodian merchant associations, those of St John's merchants and 'overseas' merchants, respectively. St John Church held the reference scales (*merila*) to check the weight of goods sold at the Marketplace. The west part of the Marketplace faced River Volkhov and had piers (*vymoly*) for the boats carrying goods. Nearby, there was the Great Bridge – another centre of social interaction, which (not infrequently) would see clashes between different territorial and clan groups into which the Novgorodian population was divided.

It was near the Marketplace that foreign trade courts were located: the 'Gothic yard' (*Gotenhof*) founded in the early 12<sup>th</sup> century by merchants of Gotland, and the 'German yard' (or St Peter's yard, *Peterhof*, named after St Peter Church that stood there) founded by the end of the same century by German merchants. Later these yards would become the basis of the Hanseatic *Kontor* in Novgorod, one of the four existing at that time (the other three were in London, Bruges and Bergen, Norway). The Marketplace and neighbouring streets became the arena of interaction between Novgorodians and Hanseatic merchants, which is attested in both Russian sources and the documents of the *Kontor* in Novgorod. On the site of the Gothic Yard, archaeological investigations were carried out, which yielded valuable information about its activities.

The key idea of the paper is to demonstrate how the relatively small space of the Marketplace and surrounding area operated not only as one of commercial activities and related conflicts (for instance, between Novgorodians and Hanseatic merchants), but also as one of most important Novgorodian 'republican' public spaces – the arena of interaction between various social groups, authorities and officials.

Pakucs, Mária (Nicolae Iorga Institute of History, Bucharest)

### **Trade Routes and Commercial Networks in South-Eastern Europe**

My paper will discuss the evolution of trade routes connecting Western Europe to the Ottoman Empire in the late medieval and early modern periods. The analysis shall emphasise the connection between international and regional trade, the dynamics of the main trade routes and their response to challenges of the political and economic changes. Major events, such as the Ottoman conquest of the Black Sea and the shifting of international trade routes to the Atlantic have affected the configuration of trade connections in South-Eastern Europe as well, where land routes gained in importance but move more to the West. In the view of my recent research on merchant networks, I shall also address the issue of the network of 'Greek' merchants, spanning from the Balkans into Central Europe. The case study will be the networks created by the Greek merchants who were also members of the Greek associations in Transylvania: relying on their blood and spiritual kinship and extended family, they created business networks with a wide range of activities: wholesale, retail sale, currency exchange, loans and credit.

Renáta Skorka (Institute of History of the Hungarian Academy of Sciences)

### **The Nuns and the Craftsmen: Urbanization and the Settings of Female Religious Orders in Cities and Towns of Medieval Central Europe**

One of the well-known theses of medieval studies postulates a close connection between the settling of mendicant orders and the urban character of the settlement

housing them. Jacques Le Goff even considered the presence of the mendicants a criterion for assessing the degree of urbanity of a settlement. The Hungarian researcher Erik Fügedi proposed to adapt Le Goff's thesis to the circumstances of medieval Hungary. He assumed that the expenses of settling the mendicants were covered before the Mongol invasion of 1241 by incomes from agriculture, whereas in the following period the new foundations were financed predominantly by revenues from commercial activity and craft production. It should be relevant therefore to investigate, if and how the presence of a mendicant friary or nunnery had an impact on the development of the settlements with such resources. First, it needs to be considered that the monastic house and its building complex not only decreased the amount of real estate owned by the burghers but may have reduced the population figures altogether. Second, the industrial and commercial facilities obtained by the friaries and nunneries as pious donations (mills, fulling mills, shambles and other commercial buildings) may have influenced the economic potential of the given settlement.

These issues will be investigated through the example of two nunneries of the Poor Clares established in fourteenth-century Hungary: Várad (Oradea) and Óbuda (part of present-day Budapest). It can be demonstrated that not only did their foundation coincide in chronological terms, but the circumstances of their establishment, their distance from the catchment area of the nearest conventual Franciscan friary, their facilities, and the increase of their bulk of real estate show strong parallel traits. Their impact on the economic life of their closer and broader neighbourhood, particularly on the number of craftsmen and the urban development of the settlement was also very similar. One can conclude in both cases that the presence of these nunneries exerted a negative influence exactly along those lines, namely the urban character of their home town, which attracted the settlement of the nuns in the first place.

Smurra, Rosa (University of Bologna)

### **Seats of power and marketplaces in medieval Italian towns**

In the communal age (12th-14th centuries) seats of power and marketplaces often intersected, also reflecting topographically the strong interest of rulers in monitoring the trade, avoiding that there was no fraud that would have undermined the trust of traders and customers. The market could also be located in places of ancient and long-established practice, sometimes the ancient forum, which in turn in some cases attracted even the seats of power.

During this period medieval markets evolved, creating specialized structures for food, which guaranteed a better preservation of goods, such as butcheries and fishmongers placed in spaces not always adjacent to the marketplaces. In the *Domus mercatorum* and Mercanzia, which sometimes faced the marketplaces, the guilds of both manufacturers and traders supervised the negotiations and performed



judicial functions inherent to the markets and fairs. Guilds have also had a strong influence on the creation and management of public spaces for annual fairs and weekly markets.

Bishops, canons and communes were the holders of the rights to the spaces where the daily market was held. Those spaces, suitably subdivided, were rented to those who would set up their stalls there for retail sale of provisions or other items, suitably separated from food.

This paper aims to examine some Italian cases in which the market rights holders made precise measurements to determine physically, with markers (*termini*), such spaces. In this way, the market area could be orderly subdivided, so that the commercial activities had a certain uniformity that allowed customers to have the same types of goods next to each other and therefore easier control of quality and prices. Furthermore, the market rights holders could have more easily controlled the honesty of the sellers and the revenues from renting commercial spaces.