

# MANIFESTATION OF THE CAPITALIST CYCLE ON NUTRITION TRENDS: INVESTIGATING ECOLOGICAL MARKETS

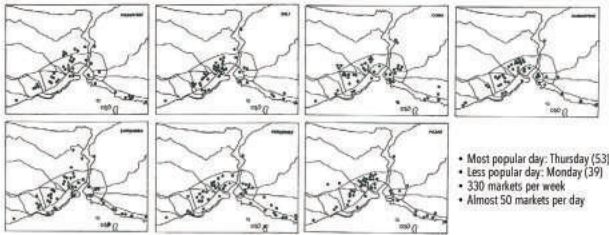


## IN ISTANBUL

"Market places have unique products, their marketing forms, architecture, clothing, smell, all of them reflecting a cultural region clearly by creating a regional identity."

Tümerdemir, E. & Özgül, N. Beyeri Coğrafya / İnan, KİTAP, Mevsim, 1998

Markets are cultural and social areas rather than commercial.

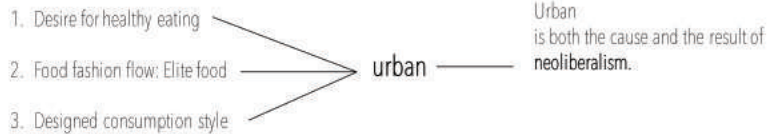


Nearly 330 markets establish in Istanbul per weekly.

Source: Nurcan Özgül & E. Yılmaz, A. Mitchell, İstanbul'da Geleneksel ve Modern Ekolojik Pazarlar, NISİEM, İstanbul, 2000

Istanbul is home to many weekly markets as a result of its multiculturalism, social wealth and population.

### WHY DOES A CITY WHICH HOSTED SO MANY NEIGHBORHOOD MARKETS NEED ECOLOGICAL MARKETS?



#### 1. Desire for Healthy Food

Urban began to pose some problems for human health. The main reasons for this situation:  
Immobility of urban life & Unhealthy eating habits

Capitalism creates its own problems and cures. It wanted to create new markets so it got informed people about their body:  
Sport & Nutrition.

This preliminary preparation gave birth to 2 new spheres:  
Gyms & Ecological Markets

"Today, the urban phenomenon astonishes us by its *sciae*; its complexity surpasses the tools of our understanding and the instruments of practical activity."

Helen Lyden, The Urban Revolution: If The Urban Phenomenon, p. 43

#### 2. Food Fashion Flow

Urban began to pose some problems for culture. The main reasons for this situation:  
Ruptured roots & insecure feeling from complexity

Capitalism creates its own problems and cures. It wanted to create new markets so it got informed people about their culture:  
Authenticity & Nutrition

This preliminary preparation gave birth to 2 new spheres:  
Local Stores & Ecological Markets

"Over the past century then, cultural elites have begun to begrudge the working classes and peasantry their intense corporeality and presumed authenticity, as if these were their 'paradise lost'. As a consequence, the dispersion of styles has happened not only from the top down but also from the bottom up. Elites have begun to pick up style elements from ethnic subcultures and working classes and have incorporated them into their own circle of life (dango, rustic furniture etc.)."

By Ehrenreich, A social and Economic Theory of Consumption, p. 143

#### 3. Designed Consumption Style

Urban began to pose some problems for peasants. The main reasons for this situation:  
Law Changes & Economic Movements

Capitalism creates its own problems and cures. It wanted to create new markets so it got informed people about their agriculture:  
Domestic Producing & Nutrition

This preliminary preparation gave birth to 2 new spheres:  
Neighborhood Markets & Ecological Markets

"To be modern is to find ourselves in an environment that promises adventure, power, joy, growth, transformation of ourselves and the world - and, at the same time, that threatens to destroy everything we have, everything we know, everything we are."

David Harvey, The Condition of Post Modernity: An Inquiry into the Origins of Cultural Change, p. 70