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USE AND REUSE

The urban impact of furniture-reuse-practices
in Hamburg and Milan

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Abbreviations:

NGO	Non-Governmental Organization
EEC	European Economic Community
EU	European Union
EC	European Community
Dir.	Directive
Art. or §	Article
WEEE	Waste Electrical and Electronic Equipment
EWWR	European Week for Waste Reduction
UK	United Kingdom
VAT	Value Added Tax
DIY	Do It Yourself
ODR	Occhio Del Riciclone
d.lgs	Decreto Legislativo (Legislative Decree)
ONU	Operatori Nazionali dell'Usato (National second-hand operators)
PARR	Piano d'Azione per la Riduzione dei Rifiuti urbani (Action Plan for the reduction of Municipal Waste)
PRGR	Programma Regionale di Gestione dei Rifiuti (Regional Waste Management Plan)
PPGR	Programma Provinciale di Gestione dei Rifiuti (Provincial Waste Management Plan)
AMSA	Azienda Municipale Servizi Ambientali (Municipal Agency for Environmental Services)
KrWG	Kreislaufwirtschaftsgesetz (Waste Management Act)
HmbAbfG	Hamburgisches Abfallwirtschaftsgesetz (Hamburg Waste Management Act)
SRH	Stadtreinigung Hamburg (Office of Municipal Sanitation Hamburg)
HWRC	Household Waste Recycling Centre

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Img.1 - Secondhand books and stool

*The books were purchased online, at a secondhand book store and at a secondhand street market.
The stool was bought at Stilbruch (Wandsbeck, Hamburg).*

“La città di Leonia rifà se stessa tutti i giorni: ogni mattina la popolazione si risveglia tra lenzuola fresche, si lava con saponette appena sgusciate dall'involucro, indossa vestaglie nuove fiammanti, estrae dal più perfezionato frigorifero barattoli di latta ancora intonsi, ascoltando le ultime filastrocche che dall'ultimo modello d'apparecchio. Sui marciapiedi, avviluppati in tersi sacchi di plastica, i resti di Leonia d'ieri aspettano il carro dello spazzaturaio. Non solo i tubi di dentifricio schiacciati, lampadine fulminate, giornali, contenitori, materiali d'imballaggio, ma anche scaldabagni, enciclopedie, pianoforti, servizi di porcellana: più che dalle cose di ogni giorno vengono fabbricate vendute comprate, l'opulenza di Leonia si misura dalle cose che ogni giorno vengono buttate via per far posto alle nuove. Tanto che ci si chiede se la vera passione di Leonia sia davvero come dicono il godere delle cose nuove e diverse, o non piuttosto l'espellere, l'allontanare da sé, il mondarsi d'una ricorrente impurità. Certo è che gli spazzaturai sono accolti come angeli, e il loro compito di rimuovere i resti dell'esistenza di ieri è circondato d'un rispetto silenzioso, come un rito che ispira devozione, o forse solo perché una volta buttata via la roba nessuno vuole più averci da pensare. Dove portino ogni giorno il loro carico gli spazzaturai nessuno se lo chiede: fuori dalla città, certo; ma ogni anno la città s'espande, e gli immondezzai devono arretrare più lontano; l'imponenza del gettito aumenta e le cataste s'innalzano, si stratificano, si dispiegano su un perimetro più vasto. Aggiungi che più l'arte di Leonia eccelle nel fabbricare nuovi materiali, più la spazzatura migliora la sua sostanza, resiste al tempo, alle intemperie, a fermentazioni e combustioni. E' una fortezza di rimasugli indistruttibili che circonda Leonia, la sovrasta da ogni lato come un acrocoro di montagne.

Il risultato è questo: che più Leonia espelle roba più ne accumula; le squame del suo passato si saldano in una corazza che non si può togliere; rinnovandosi ogni giorno la città conserva tutta se stessa nella sola forma definitiva: quella delle spazzature d'ieri che s'ammucchiano sulle spazzature dell'altro ieri e di tutti i suoi giorni e anni e lustri. Il pattume di Leonia a poco a poco invaderebbe il mondo, se sullo sterminato immondezzaio non stessero premendo, al di là dell'estremo crinale, immondezzai d'altre città, che anch'esse respingono lontano da sé le montagne di rifiuti. Forse il mondo intero, oltre i confini di Leonia, è ricoperto da crateri di spazzatura, ognuno con al centro una metropoli in eruzione ininterrotta. I confini tra le città estranee e nemiche sono bastioni infetti in cui i detriti dell'una e dell'altra si puntellano a vicenda, si sovrastano, si mescolano.

Più ne cresce l'altezza, più incombe il pericolo delle frane: basta che un barattolo, un vecchio pneumatico, un fiasco spagliato rotoli dalla parte di Leonia e una valanga di scarpe spaiate, calendari d'anni trascorsi, fiori secchi sommergerà la città nel proprio passato che invano tentava di respingere, mescolato con quello delle altre città limitrofe, finalmente monde: un cataclisma spianerà la sordida catena montuosa, cancellerà ogni traccia della metropoli sempre vestita a nuovo. Già dalle città vicine sono pronti coi rulli compressori per spianare il suolo, estendersi nel nuovo territorio, ingrandire se stesse, allontanare i nuovi immondezzai.”

(Italo Calvino, Le città invisibili, 113-115).

“The city of Leonia refashions itself every day: every morning the people wake between fresh sheets, wash with just-unwrapped cakes of soap, wear brand-new clothing, take from the latest model refrigerator still unopened tins, listening to the last-minute jingles from the most up-to-date radio. On the sidewalks, encased in spotless plastic bags, the remains of yesterday's Leonia await the garbage truck. Not only squeezed tubes of toothpaste, blown out light bulbs, newspapers, containers, wrappings, but also boilers, encyclopaedias, pianos, procelain dinner services. It is not so much by the things that each day are manufactured, sold, bought that you can measure Leonia's opulence, but rather by the things that each day are thrown out to make room for the new. So you begin to wonder if Leonia's true passion is really, as they say, the enjoyment of new and different things, and not, instead, the joy of expelling, discarding, cleansing itself of a recurrent impurity. The fact is that street cleaners are welcomed like angels, and their task of removing the residue of yesterday's existence is surrounded by a respectful silence, like a ritual that inspires devotion, perhaps only because once things have been cast off nobody wants to have to think about them further. Nobody wonders where, each day, they carry their load of refuse. Outside the city, surely; but each year the city expands, and the street cleaners have to fall farther back. The bulk of the out Bow increases and the piles rise higher, become stratified, extend over a wider perimeter. Besides, the more Leonia's talent for making new materials excels, the more the rubbish improves in quality, resists time, the elements, fermentations, combustions. A fortress of indestructible leftovers surrounds Leonia, dominating it on every side, like a chain of mountains. This is the result: the more Leonia expels goods, the more it accumulates them; the scales of its past are soldered into a cuirass that cannot be removed. As the city is renewed each day, it preserves all of itself in its only definitive form: yesterday's sweepings piled up on the sweepings of the day before yesterday and of all its days and years and decades. Leonia's rubbish little by little would invade the world, if, from beyond the final crest of its boundless rubbish heap, the street cleaners of other cities were not pressing, also pushing mountains of refuse in front of themselves. Perhaps the whole world, beyond Leonia's boundaries, is covered by craters of rubbish, each surrounding a metropolis in constant eruption. The boundaries between the alien, hostile cities are infected ramparts where the detritus of both support each other, overlap, mingle. The greater its height grows, the more the danger of a landslide looms: a tin can, an old tire, an unravelled wine Bask, if it rolls toward Leonia, is enough to bring with it an avalanche of unmated shoes, calendars of bygone years, withered Bowers, submerging the city in its own past, which it had tried in vain to reject, mingling with the past of the neighbouring cities, finally clean. A cataclysm will flatten the sordid mountain range, cancelling every trace of the metropolis always dressed in new clothes. In the nearby cities they are all ready, waiting with bulldozers to flatten the terrain, to push into the new territory, expand, and drive the new street cleaners still farther out.”

(Italo Calvino, Invisible cities, 114-116).

ABSTRACT

L'argomento trattato in questa tesi è il complesso mondo dell'usato. Ho indagato le possibilità che certi beni hanno ad una seconda vita e ho discusso un possibile cambiamento nella percezione di ciò che normalmente dopo il processo di utilizzo/consumo è considerato automaticamente rifiuto e per questo con l'unico destino d'essere eliminato.

Riciclaggio, Upcycling, Seconda mano (introdotti e definiti nel capitolo 2) sono termini tendenzialmente identificati con il mondo dei rifiuti, che ne producono un'immagine positiva, in contrasto con quella negativa di una discarica; ciascuno di questi termini rappresenta una modalità di utilizzo dei rifiuti per creare nuovi prodotti o acquisire nuovi proprietari (e quindi rappresentare una novità per qualcun altro). In sostanza insieme ad un'introduzione sulla gerarchia della raccolta dei rifiuti, la tesi mette al centro due città europee attorno il milione e mezzo di abitanti - Milano e Amburgo - le pratiche adottate dalle amministrazioni locali, da imprese private e da parte dei cittadini per promuovere il riuso e le attività ad esso connesse. In particolare, a fronte di un crescente interesse della ricerca urbana e architettonica per il riuso di immobili dismessi o inutilizzati, io ho ironicamente messo a fuoco quale oggetto del mio interesse i mobili il loro riuso e la gestione e lo sviluppo della rete di mercati dell'usato. La prospettiva è quella di comprendere quali politiche e pratiche si siano affermate, come si sono sviluppate sul territorio, quali sono gli attori coinvolti e con quali motivazioni. Le pratiche di riuso paiono alimentate dagli argomenti più vari: da una questione di moda, da un senso d'etica, da una questione di morale, da una visione ecologica del mondo o più semplicemente da necessità economiche di risparmio. Nello studiare queste due realtà (Milano e Amburgo) ho inteso verificare la possibile influenza che queste pratiche hanno sul territorio urbano e sulla qualità dello spazio in cui viviamo.

ABSTRACT

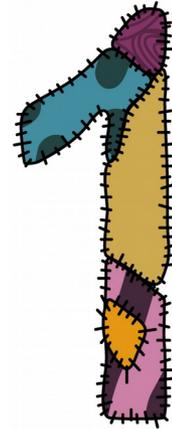
The theme discussed with this work is that of the variegated world of secondhand markets and retailers. I investigate the chance that specific goods have at a second life and I discuss the possibility of a shift in the perception of what normally after the process of use/consume is automatically considered garbage and for this reason with the only destiny to be dumped. Recycling, upcycling, secondhand (introduced in chapter 2) are all terms that identify with waste, using however a positive image rather than a negative one as would do a dump; each of these terms represents a possibility to use garbage to create new goods or simply gain new owners. Therefore beside a short overview on the hierarchy of waste collection and on the meaning of each level, this thesis focuses on two European cities around the million and half inhabitants - Milan and Hamburg - on the practices adopted by the administrations, by private enterprises and by the citizens on Reuse and activities connected to it (to be more specific on the purchase and management of reusable furniture), it will consider the management and the development of network of secondhand markets and the adoption of policies to promote Reuse. The aim is to understand how these policies have been established, how they work on the territory, which are the actors involved into their realizations and how they influence the life of the citizens (do they respond to fashion, to a basic sense of ethic, to a moral or ecologic view of the world, or simply to economic needs). Therefore beside analysing those two experiences (Milan and Hamburg) I would like to understand what is the level of research already reached on this topic, I would like to understand if having such policies and practices developed and managed only by association and cooperatives rather than the local administration can be a limit to its own application and expansion on the territory or not, and if the administration was to be involved, how such participation should be perpetrated. But above all I would like to understand what is the influence that these practices have on the urban territory and if they are able to condition the quality of space.

*“[...] Se guardi con attenzione nella spazzatura,
ci sono molte cose di ottima fattura.
Radioline, sedie, tavolini e biancheria,
cose che stranamente la gente butta via.*

*Buttano le cose che basta riparare,
chissà perché ... chissà perché!?
Buttano le cose per poterle ricomperare,
chissà perché ... chissà perché!? [...]”*

*“[...] If you look carefully in the trash,
There are a lot of things of excellent workmanship.
Radios, chairs, tables and linens,
things that people strangely throw away.
They throw things that they could repair,
I wonder why ... I wonder why!?
They throw things just to buy them again,
I wonder why ... I wonder why!? [...]”*

(Mercanti di Liquore, Apecar)



THE CHARM OF WASTE

The choice of this theme for my master thesis was inspired by a passion, an interest, a charm and even a joy in the matter of upcycling and secondhand markets. My family has always been extremely open to creativity and sustainability. As far as I can remember we have always divided our waste (between paper, aluminium, plastic, glass, batteries, medicines, the organic part that we use for the compost in the garden, and the rest of the garbage) and we always have had things around the house that were used for purposes that weren't the one they had been created for: I have a clear memory among the others, of a chair made of a roll of paper for an old type of printer that wasn't working and therefore couldn't be used for printing anymore. I like to think I was lucky enough to inherit both my mum's ability to reinterpret the use of common objects, her taste, aesthetics and attention to details and my dad's manual skills and "arte d'arrangiarsi" (the art of do with what you have got) that in some way derives from his rural roots, where being able to create what you need from the few things that you have, was a daily task. This is in fact an attitude that still today can be found in a lot of developing countries, where poverty is widely present and people live of subsistence economy.

That said, through the time, I developed a deeper and deeper interest into this matter starting from a daily life approach: I learned how I could reinvent my clothes to make them look newer, different or simply make them fit and eventually I learned even to make clothes from scratch, even though, I have to admit, I find much more intriguing to reinvent a piece of clothing rather than create one of my own; I have learned to make a bag using the tyres

of my bicycle and to look at my waste very attentively, before deciding if it should be thrown or if it had some potential for reuse. But what has probably had the biggest influence was seeing my grandmother go through the moving company's left overs (or from someone else's perspective, "the trash") that occupied the warehouse behind her home. There she found plenty of objects and made them hers or ours, as such as: video games (that still today from time to time we play), table games, some time in such good condition that they were still brand new and untouched, kitchen tools from tea cup to dish rag, and a beautiful book shelve that unluckily for her it had already been reserved by one of the employee of the moving company: she still regrets to have not been fast enough to get it first! When I grew older I joined as a volunteer an NGO (Manitese) which uses the trade (collection, selection and then selling) of used items as main form of financing its own activities and development projects in the South of the world.

However the choice of such topic for my master thesis was not immediate, nor obvious. After a few brainstorming processes, trying to list different interests and possible themes, it took the desire of a friend for an old stylish bin to finally bring me to a decision. In fact it was only when, with my friend Maria, we went on the search of one of the red bin that can be found at every bus stop in Hamburg that we ended up at "Stilbruch". After sending an email to the "Stadtreinigung zentrale" (central agency for city-cleaning) we were addressed towards a warehouse used as a shopping space where consistent quantity of "once garbage" (furniture, clothes, electronics, objects of daily use, etc.) are collected and with some simple fixing work and cleaning are good as new (or almost) to be sold again to some one else (secondhand). Once inside I was really impressed by how well developed and organized the space is, in fact the Italian reuse markets that I could think of are of a temporary nature (so set for the day and dismantled at the end of it, and rearranged after a month or more) and/or if not temporary they are located into warehouses and managed by social cooperatives, (the so called "type B" that relate their activities to project of solidarity and social integration).

It was such series of thoughts and the awareness that waste is the one environmental, social and economic harm that we all, as individuals, have the power (and not only as a group of people) to address and transform into opportunity, to drive me towards the idea of developing my thesis around the world of secondhand markets and reuse policies. Of course being an urban planning master thesis I had to find the right approach and focus to this matter, as well as the right interlocutors.

As previously mentioned I will discuss the role played by the practices of reuse and secondhand market in the city (differentiating it from recycle, recover, incineration and landfill disposal) and to understand how such policies are applied and managed. Of course in addition to this territorial analysis a lot of the work will focus on the practical approach to these practices. To do so, question as "How and where is all the waste collected?" And after that "Where is all the potential-waste/material collected? How would it be redistributed?" would be asked and researched.

Through out the years the issue of waste has been addressed with different approaches, each time focusing on a change in perception of the garbage itself. Some of the most relevant approaches are: dump or landfill, which considers the saying “out of sight out of mind” as the easiest solution to many problems; incineration, which looks at waste as a space-consuming problem and later developed into the possibility of saving space whilst recovering energy; recycling, which considers waste as a potential source of secondhand materials; and at last the zero-waste-approach, which believes in the possibility of a waste-free life style and where we don't have to dispose of the produced waste because we will not have any. Today, these different approaches are present and used in diverse proportion in every country on earth. On the other hand the issue of waste, as well as each of its solutions, has been (and still is) evaluated on environmental, social and economic criteria. As said by Alessio Ciacci talking about the zero-waste approach in the municipality of Capannori (Lucca, Italy) “our model of development, inspired by an unsustainable waste of resources, energy and on the production of huge amount of waste, can no longer be called sustainable.” In our society we are characterized by a strong sense of rapidity, almost everything can be obsolete in the arc of a week, month or year, fashion, publicity, and technology are playing a huge role in our consumption and respective waste. To buy something new can be cheaper, faster and more effective than to fix it. Such changes of course increased our production of waste exponentially. Obviously “the increase in waste is not unchangeable” and with courageous policies and the consensus of the population built on multiple meeting this tendency can be inverted.¹

In 1975 the waste hierarchy concept was introduced by the European Union's Waste Framework Directive (1975/442/EEC), which stressed the importance of waste reduction and the need to protect the environment and human health. However it took more than 30 year to refine more specific approaches and to compel the countries of the European Union (EU) to adapt the directive and its hierarchy to their own national waste management laws. The later European directive 2008/98/EC introduced a five-step waste hierarchy where waste prevention, and reuse represents the preferred options, above recycling, recovery including energy recovery and as last and least preferred option, safe disposal.² The relevance of prevention and reuse above all other disposal systems is still today to be translated into practice. Among different european country the situation is different: the european directive has not been assimilated everywhere at the same time, and not with the same effectiveness. Some countries had already well developed stable systems for reuse, way before the publication of the European legislation, others preferred to start from a lower level, trying to solve the imminent urge of waste management and disposal with landfill and incineration, while slowly developing prevention, reuse and recycling practices, and others

¹Ciacci, “Il comune di Capannori: Il primo comune in Italia verso Rifiuti Zero.”

²“EU Waste Legislation.”

instead are still trying to understand what exactly prevention and reuse could mean for their waste management system.

It is my opinion that this theme (reuse practices) should be a matter of wider discussion and not only because it is required by the European directive but also for environmental and social reasons. However I cannot deny the relevance that economic straits and in a lower portion fashion are having nowadays, and it would be thoughtless to not consider them and to insert them as means of development for such policies. Nonetheless I believe that this specific theme is still quite underrated in many countries, not only by the public, but also and mostly by the local administrations. As Maurizio Pallante said talking about de-growth “The citizens aware of the need to reduce waste for ethical-environmental reasons have to engage politically to ensure that public authorities take the necessary decisions to achieve an effective system of waste collection, recycling and reuse. However the choices of public administration based on criteria of simplicity cannot achieve significant results without the conscious participation of the citizens.” In fact “The simplicity of life style can be pursued as a choice of individual well-being, but if it results in political proposals and policies, its benefits become incomparably higher”³

For this reason my work would like to address the local administration on their direct or indirect involvement (through cooperatives, association, delegated service provider, private firms and citizens) on the matters of reuse policies or into simply exploring the potentialities of secondhand markets and trade.

³Pallante, “Che cos’è la decrescita?”



Img.2 - Secondhand chair

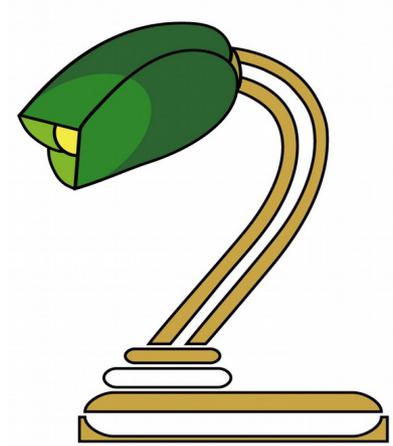
The chair (together with other three) was collected from the basement of a friend who wanted to empty it. The repair and painting was the result of a clearing out of our own garage and the finding of some very old (but still usable) enamel. This is more an example of upcycling than reuse, although the chair is still a chair some work has been done to increase its quality/value.

“We never pay attention to the fact that at the hotel, at the restaurant, at the bar, at the cinema, we sleep on bed sheets and we eat on plates that have already been used hundreds of times, we put in our mouth cutlery that others have already used, we sit on chairs that have already carried many others body. The apartment where we live, if it isn't new, it was already lived by many families. The city that we walk have already been used for hundreds or thousands of years. The entire planet has been used and shared by billions of humans.

Gift, barter, sharing, abandonment, dispossession and plunder have always had a relevance superior to what we are used to think: the attitude, the feelings and the goals that carry this actions reveal the reality of our relationship with objects, which often is charged with affection, much more than the needs and the reasoning that drive us to the purchase of something “new”, where instead to prevail are the feelings imposed by the market.

But reuse has hidden potentialities: because what every day we reject is quite much and because to reuse it is advisable both to whom gives it up and to whom acquires it, it reduces the use of resources and the production of waste, it promotes sharing of life styles and taste and it increases employment. Promote the reuse can be done in a short amount of time and with little resources.”

(Guido Viale, La civiltà del riuso)



SEMANTIC, ENVIRONMENTAL AND LEGAL FRAMEWORK

When I was firstly illustrating the topic of my work I kept receiving interesting feedbacks. First of all I realized that the variations between the level of the waste hierarchy were not clear (mostly between reuse, recycle and recover and their translation in different European languages). Often the next issue was with a general and common idea that reuse is a practice that relates exclusively to people in condition of economic strait and for the sole reason to gain commodities for free or at extremely affordable prices. Following were doubts on the urbanity of such theme. Therefore I decided to dedicate this chapter to set a sort of basic framework, that will solve these questions and doubts, and will help me to clearly define the path of the study.

2.1 Before becoming a “wasted-waste”: Reduce, Reuse, Recycle and Recover

In 2008 the European Union defined a hierarchy that was to be applied to the waste management laws and system of each EU country. As stated in the first article by the means of the waste hierarchy the directive “lays down measures to protect the environment and human health”⁴ by preventing emissions of greenhouse gases, reducing pollutants, saving energy, conserving resources, creating jobs and stimulating the development of green technologies, through waste management solutions.

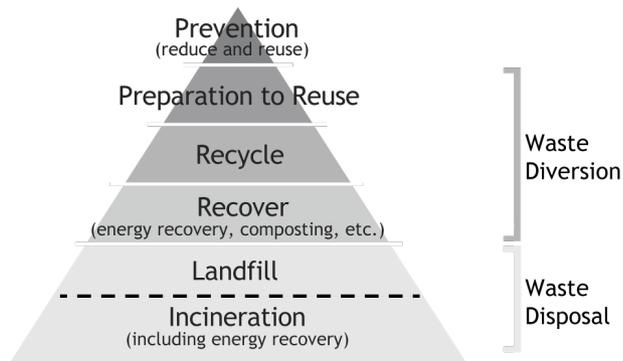


Fig.1 - Waste hierarchy - Article 4, Directive 2008/98/EC

Without a doubt the most effective way to reduce waste and not even face the matter of disposal, would be to not create it in the first place. As a result, Prevention is the most effective solution, since it intervenes on the chains of production before waste have even been produced, it permits to spare natural resources, to protect the environment, and to save money. As defined at article 3, paragraph 12, of the Directive 2008/98/EC, Prevention “means measures taken before a substance, material or product has become waste, that reduce:

(a) the quantity of waste, including through the re-use of products or the extension of the life span of products;

⁴European Parliament, *DIRECTIVE 2008/98/EC*, Art. 1.

(b) the adverse impacts of the generated waste on the environment and human health; or
(c) the content of harmful substances in materials and products.”

To clarify, Prevention to waste production can be distinguished between Reduction of potential waste and Reuse of products.

Reduce refers to finding ways of creating less waste, which includes using fewer resources in the production of goods; raising awareness between the citizens and the producers about the need of reducing waste; giving advice on possible modalities to reduce waste at source (along the production chain, for example by reducing the amount of packaging); transforming consumer behaviour and changing their habits (in our home, in our office space, at school); promoting more attentive choice in our daily life (for example by home composting, by using anti-advertising stickers for mailboxes or opting for tap water or tap-filtered water)⁵, but also including sustainability aspects while deciding what to purchase, for example by choosing goods that have been produced closely or those with little or no packaging at all, or by opting for eco-labelled products that should grant durability, reusability and reparability for products covered by it. Such labelling and actions should help designer to implement new products not only applying energy efficiency criteria but also about the possibility of product disassembly to ease the reparation and prolonging the lifespan of each single product.⁶

Reuse on the other hand means to give a second chance at life at objects that have been dismissed by their first owners, dismissed but not thrown away, so they never reached the status of waste. Reuse (art.3, paragraph 13) “means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.”

⁵“European Week for Waste Reduction.”

⁶RREUSE, “Challenges to Boosting Reuse Rates in Europe,” 6.

As for Reduce it includes actions that aim at changing consumer behaviour as buying reusable or refillable products, but if before the focus was on the good, here is on the container (“pfand” in Germany, “vuoto a rendere” in Italy), as borrowing items rather than buying them, encouraging the donation of products that are no longer needed, reminding that products can have a second life and promoting their repair instead of purchasing new ones.⁷ Other actions are aimed at changing the way some of the public services are provided by the local administrations, as for example by promoting the use of reusable dishes and cutlery in the canteen at school, or by defining a clearer regularization to the secondhand street markets or shops, so to allow a more stable environment for the exchange of goods between owners or through third party, either for social purpose or economic reasons.⁸

For many aspects these two approaches should be given the same relevance and developed simultaneously, even so some of the Reuse actions can be developed only if Reduce has been applied first, for instance consumers cannot chose goods with little packaging if those are not produced or provided on the market.

In the end beside promoting environmental protection through waste prevention, Reuse also contributes to social aims and economic benefits, such as: “fight against poverty by providing affordable products to low income households; social inclusion by bringing disadvantaged people back in the labour market and society; job creation in collection, sorting, testing, refurbishment and reselling of items reused; training opportunities in fields such as driving commercial vehicles, carpentry, electrical engineering, marketing, or even handicraft and art; monetary savings (customer: in purchases and disposal, state: less social costs through job creation and training) and savings in energy, materials and chemicals embodied in the appliance.”⁹

⁷Mela, “Rischio ed emergenze sociali: la raccolta dei rifiuti,” 18.

⁸Viale, *Azzerare i rifiuti*, 128.

⁹“European Week for Waste Reduction.”

However since many countries are not provided with a system able to guarantee that all the products with Reuse potentials are actually reused, Preparing to Reuse is the second preferred option in the hierarchy. As defined by the directive (art.3, paragraph 16) it “means checking, cleaning or repairing recovery operations, by which products or components of products that have become waste are prepared so that they can be reused without any other pre-processing.”

The main difference between those two approaches is that while Reuse deals with goods, Preparation to Reuse is the first of the practices of the waste hierarchy to actually deal with waste and the possibility of ending its waste-status, which is possible, as mentioned in the article 6 of the Waste Framework Directive only if the good has undergone a recovery, which today in many European country has not been properly identified and regulated yet. As result being addressed as “waste” can have different impacts on the individual countries, because it relates to the respective national legislations on the matter of waste disposal. For instance in Italy to define an object as “waste” means to be bound to specific obligations, such as to discard it according to certain authorized modalities, keep a precise accounting and submit precise report about the traceability (where do they come from? Where are they going?).¹⁰ Therefore even if Preparation to Reuse lies in the second place, in order of relevance, it has not been clearly formalized, and it is the only solution that still lies on a rudimentary and experimental stage.

Unfortunately the role of Reuse (and Preparation to Reuse) “is too often overshadowed in the political arena by recycling.”¹¹ In fact Recycling (although on a lower position than Reuse) has been a waste disposal sustainable solution since longer than either Prevention or Reuse, and as such it has been object of laws and

¹⁰Massarutto, *I rifiuti*, 69.

¹¹RREUSE, “Challenges to Boosting Reuse Rates in Europe,” 1.

directives, it has had the time to become a widely known and assimilated practice among citizens and more important among administrations. Nevertheless nowadays this preeminence can represent a difficulty for Reuse practices to develop the relevance that they are supposed to have. As highlighted by RREUSE, “whilst recycling is indeed key to sustainable resource management, it is a risk to neglect improving the conditions for reuse activities to flourish.”¹²

Recycling stands for reintegration of materials in the production chain through the disassemble of used and consumed items; as for the previous solutions it grants reduction of the need of raw materials and it keeps under control the consumption of the natural environment (either for physical space or for its resources). As defined by the directive (art.3, paragraph 17) Recycling “means any recovery operation by which waste materials are reprocessed into products, materials or substances whether for the original or other purposes. It includes the reprocessing of organic material but does not include energy recovery and the reprocessing into materials that are to be used as fuels or for backfilling operations.” Beside the construction of plants able to recover the materials from waste (as glass, aluminium and plastic) and the development of adequate system of waste collection so to be easily sorted towards recycling, the real protagonist on this approach are those who are producing waste, they are the one that should be taught appropriate waste-sorting behaviour.

Recently there are two tendencies that have been raising in the recycling panorama, these are Upcycling and Downcycling. Upcycling involves turning waste material or product into new products of better-quality or for better environmental value.¹³ For a long time the ability of creating something new and useful from waste has been associated with poverty and with the necessity of applying such ability (people that couldn't afford to buy

¹²Ibid.

¹³Powell, “U-Tec.”

the goods, were making it themselves) and still today it is, in a certain measure, considered a peculiarity of developing countries, where entire communities live on recycling, upcycling, downcycling and waste collection, from the houses they live in, to crafted objects that sometimes can even find their way to international markets (mostly through fair trade - Img.2). In wealthier countries Upcycling (as well as Reuse) was for a long time also linked to art and to the use of waste as means of criticism, reflexion or just for practical reason (quite often painter used old canvas to paint something new, covering what previously created), a fairly recent example is the work of photographer Vik Muniz, presented in the documentary “Waste Land” about the “Catadores” of Jardim Gramacho in Rio de Janeiro (Img.3), where the world of recycling for need (Catadores) meets the world of upcycling for (critical) art (photography). However it was only in more recent times, on the wave of sustainability mind sets, that Upcycling attracted the interest of a number of designers that have started seeing in this practice the creative aspects, rather than only the economic constraint, “thriving upcycling businesses” are born (Img.4), “turning used products into attractive garments, accessories or household accents, and the former use of the product is often apparent, rather than hidden, to play up the creative aspect.”¹⁴

Downcycling instead means turning a product or material into something less desirable or valuable, as by instance the material to fill noise barriers and other different types of padding or synthetic sands. In the Directive 2008/98/EC (art.3, paragraph 15) such practice has been defined as Recovery rather than Downcycling and it “means any operation the principal result of which is waste serving a useful purpose by replacing other materials which would otherwise have been used to fulfil a particular function, or waste being prepared to fulfil that function, in the plant or in the wider economy.”

¹⁴Martin, “Recycling vs. Upcycling.”

The final step of the hierarchy and least preferable option is (waste) Disposal into a landfill, which as defined by the Directive 2008/98/EC (art.3, paragraph 19) “means any operation which is not recovery even where the operation has as a secondary consequence the reclamation of substances or energy.” However, the main example of such practice is the incineration, which nowadays is related, most of the times, to energy recovery. Although it is easy to think that incineration with energy recovery could represent a higher in rank solution, it is not the case, because to generate those waste, energy and resources have been spent, while incinerating them, to be recovered is only energy; all the previous solution instead are saving resources (because using the same one over and over) and are saving energy from creating a new products. Moreover to work properly and actually recover energy, most of incinerator (if not all) need a quantitative of waste (mostly in the form of paper and plastic) that is superior to what would reach this stage if all the previous steps were applied properly.¹⁵ That said incineration is still much more common and diffuse than most of the previous practices, and it could represent one of the strongest deterrent to the proper development of more sustainable actions.

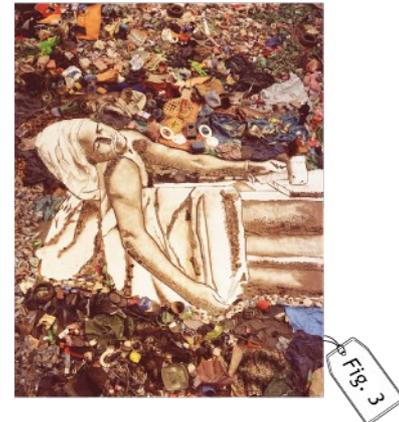


Fig.2 - Bicycle toy made of cans from Madagascar

Fig.3 - Painting made of waste, “Marat Sebastiao”¹⁶

Fig.4 - Example of modern upcycling design: Bag made from disposed PVC and seat belts, by “Malefatte”, Venice.

¹⁵Viale, *Un mondo usa e getta*, 53.

¹⁶Muniz, “Marat Sebastiao.”

2.2 Secondhand environment

To better understand what Reuse and Preparation for Reuse stand for, it is necessary to have an overview on the objects and products that can be addressed by those practices, on the people and the motivations behind those actions and on the ways reused products can be exchanged.

Reusable objects:

Books, clothes, electronics, house decorations, flatware, furniture, spaces, buildings but also food; most of the things that we own, once dismissed, could easily be sold on the secondhand market. These can be of a general nature (either street markets or shops and other sort of activities), where everything can be found, but also of more specific nature, specialized in only one typology of product or to one type of clientele (children markets, women markets and more). Books and clothes are probably the most common items to reuse. Their widely spread secondhand markets is probably due to their approachability, and to the quantity of both goods that we all own and inevitably get rid of at different point in our life.

To back this consideration there are the data of the waste management agencies, the one considered here are those from the municipality of Rome, where if we have a look at the quantity of products that have been conferred to the HWRC (separated in relation to their material and their state of reusability), we can notice that books and particularly clothes (that are not even listed) are not that relevant. These data however are representative only of that share of products that will be eventually object of preparation for reuse and not of all those items that have reached their second life through reuse. Therefore the reason why books and clothes are not that well represented in this analysis is that the number of shops, cooperatives and associations that collect clothes or books are plenty, while the same does

not happen, yet, for most of the other categories of goods (as furniture, electronic appliances and more).

An other growing sector, for which Reuse practices and not only Preparation to Reuse are flourishing, even if it is tied to a certain type of knowledge from its operators, is the one related to electronics and computer products (WEEE). In some European countries there are groups of people (mostly computer technicians) that collect computer and other sort of electronic products, they regenerate them, equip them with new open-source software and often also provide multimedia training (in Belgium there is a network called *Ressources* that gathers different operators in the field of Reuse, some of this operators work to recover and regenerate electronic appliances¹⁷). Moreover this trend has been adopted even by big company that collect their own used or old computer (if not too old) and regenerate them to put them again on the market with a lower price.

The reuse of spaces and buildings is a fairly common practice, mostly if related to historic buildings. Valid examples are the transformation of old and dismissed factories into new working spaces or universities by instance the IUAV University in Venice, or the transformation of former gasometers into shopping malls and housing in Vienna. The examples of building and spaces that have found a new life under completely different circumstances from the one they were originally planned and built for are many and quite inspiring, often because these reinterpretations represent a chance to keep alive part of our architectural heritage, that otherwise would be in decay.

At last the oddest and the most semantically questionable of the reuse practices presented is the one of food. The end of the first life with this kind of good

¹⁷Viale, *La civiltà del riuso*, 82.

correspond to not being consumed, not being sold, being discarded by shops, supermarkets, restaurants, canteens and catering industries. The collection of this good doesn't really represent a market of Reuse or rather Prevention: these products are given without charge to associations, cooperatives, and other type of organization only if they guarantee that the food will not be sold, but given free of charge to those who are in need, or any other citizen.¹⁸

Purchasers, motivations and markets:

Who sells? Who buys? Where do these exchanges take place? Social cooperatives, traditional markets, antique markets, secondhand shops, stores for goods on consignment, associations operating under delegation from public institutions and the local administration.

Which are the motivations both to who buys and to who sells? Art, ecology (sustainability), economic straits, ethics, charity, fashion, business, etc.

From an administrative point of view the municipalities are the one responsible for the provision of a system of infrastructure that guarantees the collection and disposal of waste as defined by the European legislation.¹⁹ These services are usually provided by external agency, chosen through a public competition, which means that to create an effective system of centres for preparation to reuse the local agencies must be actively involved. For most of these agencies, association or cooperatives, that received the assignment by the local administration, Preparation to Reuse (and sometimes Reuse, if they get to manage the collection of specific products, avoiding in this way to let them become waste) is a business and it is treated and addressed with an entrepreneurial perspective.

A completely different approach instead is that of social cooperatives²⁰ for which the choice of dealing with Reuse

is only a mean to provide other services to society: for example job insertion programs for disadvantaged people who may have difficulties in finding a job on the market, as former inmates, immigrants and people with physical or mental disabilities. Some of the activities practiced by these cooperatives are the collection of specific waste fractions; the recovery, selection and marketing of durable goods (clothing, furniture, appliances, sports equipment and more); monitoring results and trends; the management of collection centres and the disassembly of abandoned durable goods.²¹ To have a similar approach are also those associations or charities that are based on a voluntary work force and collect reusable items through donations from the citizens with the scope to donate them once more to people in need, or sometimes sell them to support their own activities (as the *Deutsches Rotes Kreuz* that uses flea market and the trade of secondhand items as mean of self-financing²²).

Beside cooperatives and associations there are also many private citizens and retailers interested in what the secondhand market can offer. These people can be met in the streets trying to preempt the waste collectors and locate valuable or at least reusable items, at flea markets (wondering around looking for some good bargaining or hunting specific products, or selling their own dismissed belonging, or things that they have collected somewhere else), on newspaper ads or on websites promoting the direct sale and purchase of used items. Internet is probably the widest network for the exchange of goods, the number of people that can be reached is higher than with any other platform. Of course internet lacks of personality, and for many the flea market or the secondhand shop are experiences that should be lived in person and worth the trip because of the community and environment they offer. Nonetheless

¹⁸Ibid., 86.

¹⁹Centro Studi PIM, "Gestione dei Rifiuti."

²⁰In Italy these cooperatives are called "type B" - by the name of the

paragraph that defines them in the legislation 381/91 article 1.

²¹Viale, *Governare i rifiuti*, 95.

²²"Deutsches Rotes Kreuz."

internet represents a fundamental platform for these exchanges because of its variety, approachability, the simplicity of its use and because it is possible to find the most unique objects and to meet people willing to pay incredible prices for products that you would not consider that valuable otherwise. There are even websites that promote the exchange of goods with no exchange of money, sometimes people just want to get rid of things, but at the same time it feels wrong to waste them and they are willing to give them away for free as long as they don't have to carry them somewhere.

Some of those website, however, were created only as a support to existing shops, to open their supply of products to a wider spectrum of people, to increase their approachability and even as form of advertisement. These activities can be of various nature in relation to the choice of products that they have (either as price choice, or type and quantity of products), to the way they manage the collection and eventual sell and to which type of clientele they are targeting. But mostly when a shop is open there is a business component that, although it still can be supported by ecological or ethical motivation, gives the owner or manager the responsibility of choosing with attention (or with a salesman's eye) the products to put on display.

A growing sector (at least in Italy) is that of shops that sell goods on consignment. These retailers are usually specialized in specific type of products (furniture, baby clothes or toys, home ornaments and more) and they sell items that have been given to them by their owners and the profit is shared (in specific percentage) between both. Obviously the choice of products must be very attentive, only products in really good conditions and even in fashion can be considered, because hardly they can afford to have space taken by objects that will not be sold.

Antiquities (furniture), vintage (clothing) and books shop (rare books, comics, and more) instead have different way of finding the products to sell, most of the time

they buy directly from other collectors that probably ignore the value that those objects have. These type of shops are highly selective and their employees have a good knowledge of the type of items they are collecting, and have acquired the ability to recognize real treasure hidden under the trash, without actually digging into it, they are expert of art, architecture, design, literature, fashion and much more, and often have equipped their store with a workshop where the items can be restored to their original beauty. This addition opens up to a series of shops on a border category between Reuse and Recycling due to differences in the interpretation of the definition of Reuse²³ or Preparation to Reuse. Indeed some understand Reuse has a practice that does not process the good in any possible way (beside cleaning and a small repair) to make it saleable, so if renovation is involved the object has already stepped outside the definition of Reuse, but at the same time it has not stepped into an other definition. To definitely step in the field of Recycling (and to be more specific Upcycling) are those shops that create new designs from secondhand objects, sometimes dismantling them completely and mixing them with other objects to give them a new function and some other times changing their exterior look but keeping their original function. This sort of activities are growing mostly in the field of clothing and furniture, and although they relate to Upcycling their raw materials are gathered thanks to the practice of reuse.

To summarize what illustrate until this point, we could divide the secondhand sellers into four categories (one more than the three identified by the Research centre Occhio del Riciclone²⁴) differentiating them by the type of items collected, and the price range used:

²³ 2008/98/EC, art.3, p.13 "means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived."

²⁴ Occhio del Riciclone, *La seconda vita delle cose*, 56.

1. operators that treat any reusable good and redistribute them for free at who is in need
2. operators that treat any reusable good at low price
3. operators that treat only specific goods at low/medium price
4. operators that treat specific goods at high price

Both the third and fourth category tend to be client of the first one, looking for objects of which the value is “hidden” or unknown.

This variety of offers reflects the same assortment of people willing to buy secondhand products. The motivation of those interested in acquiring secondhand products for a private use (and not to sell them to some else) can be quite different.

A colourful description of this variety of subjects was given by Ted Botha in 2004 with his investigative book “Mongo: adventure in trash” about the world of trash collectors on the street of New York. Some of the figure met by the journalist are: the “Pack-Rats”, those that fill the house or other property with materials found in the street, with very little distinction on what they are looking for. The “Visionaries”, those collecting materials and products with the aim to create works of art, and the “Preservationists”, those collecting materials to restore old furniture and furnishings: bricks, glass, wood, chandeliers and piece of furniture.

These categories tried to describe those groups of people that have a stable relationship with the collection of items from the street, either as a form of economic income, or of passion and personal interest, however it is not completely representative. There are also those that are into reuse and repair only as a critic to the consuming society we live in, and they feel the need to change our unsustainable life-style. These people are not close to reuse because they are in need, or because they cannot afford to buy the new version of the object that got broken, or is old, but they reuse and repair because it is ethically right, because it is sustainable, ecological, it spares resources, it looks after

the world we live in, and maybe sometimes also because it is convenient.

Others instead fancy secondhand, vintage, antique and upcycling because in some social milieux they are fashionable, because it is a plus to fit some social standard, to be “in” rather than “out”. This trend is valid for many groups from the wealthy person looking for that “antique” and “vintage” look to the punk with a sloppy and unconventional look, from the way they dress to the place they live in.

And there are also people that just don't see a good reason in throwing away something that can still work or it is still functional. As told by Ugo Cornia in *Sulla felicità a oltranza*: “My father, [...] every time that he had to go to the junk yard to look for a piece of a vehicle or other things, he used to come home with the smile of who has walked for hours in paradise. [...] Over the year this passion has undergone a transformation from artistic junk to useful junk, while continuing to find unique pieces worthy of being used as ornaments. [...] My mother instead has always been sorry when stuff that is still usable was thrown away. Or even beautiful, even if it is no longer fashionable. [...] For her recovery more than a passion has always been perceived as a duty.”²⁵

At last there are a lot of people that have only occasional encounter with the secondhand world, because they happen to see something interesting on the side of the street and decide on the spot to bring it home, or they simply enjoy wondering around secondhand markets and only occasional find something to make their own, these people can be influenced by all the previous reasons: fashion, cheapness, ecology and sustainability.

²⁵Cornia, *Sulla Felicità a Oltranza*, 69–70.

2.3 Research and studies on the issue of Reuse and Preparation to Reuse

Although the impacts and the environmental and economic implications of waste management options further down the waste hierarchy (recycling, energy recovery, landfill) are well studied and known, the wider environmental and economic impacts of Reuse or Preparation to Reuse are less understood. This is in part due to the complex nature of reuse activities and in the difficulty of recording and observing the flow of goods that are reused. However some attempts have been made and here I would like to present some of the studies that have been developed to presents interesting analysis, methodology, consideration, and existing opportunities on re-use, preparation for re-use and upcycling within Europe. The goal is also to understand which aspects of Reuse have already been investigated and which instead would need to be deepened. Some of these studies based their analysis on the existing and consolidated practices of Reuse and Preparation to Reuse, which in many cases are sort of outdated in relation to the 2008 European directive and the more recent national waste prevention programs. Around Europe there are many experimental projects (as project PRISCA in Italy) that will represents source for deeper analysis and consideration on the matter. However those projects have been created with an incorporated monitoring system with the goal of publishing the results when the experimentation will reach its end.

“Challenges to Boosting Reuse Rates in Europe”²⁶:

The first study taken in consideration is *Challenges to Boosting Reuse Rates in Europe* developed by RREUSE, the European platform representing social enterprises active in the field of Reuse, Repair and Recycling.²⁷

²⁶RREUSE, “Challenges to Boosting Reuse Rates in Europe.”

²⁷“RREUSE - A Network Symbol of Sustainable Development in Practice.”

“They have 26 Members across 15 EU Member States and one in the U.S.A. They proactively participates in the process of shaping European environmental legislation, primarily relating to waste and product policies, in order to create the best possible legal conditions

Their research, after a first part stating the economical and environmental benefits of Reuse, focuses on the analysis of the obstacles and possible solutions for the development of Reuse and Preparation to Reuse practices. Beside saving tonnes of CO2 equivalent in products and materials every year (WRAP in the UK estimated that the reuse of sofas save 52,000 tonnes CO2 equivalent per year in the UK²⁸), Reuse is also labour intensive as it involves collection, sorting, testing, renovation and reselling. Which means that this sector provides plenty of opportunities for employment. Especially in the reuse of electronics: “UNIDO and Microsoft found that computer reuse creates 296 jobs for every 10,000 tons of material disposed of each year.”²⁹ Despite those benefits Reuse practices face everyday a series of limitations to their application. The most relevant, probably, is the difficult access to the waste flow for accredited and trusted Reuse actors, and in the case of Preparation to Reuse quite often is such to reduce the possibility of recover or repair, or the quality of the product itself is so low to make their reuse potential almost inexistent (between 2000 and 2005 the proportion of clothes collected that could be reused went from 60% to 40% in Belgium and the Netherlands³⁰). Indeed, “once a product finds its way to a collection point, be it retail or municipal, its most likely destined directly to recycling or recovery, irrespective of whether it is still functioning or simply needing minor repair.” Such difficulty is strengthen by a common “lack of trust of reuse organisations” because “without adequate monitoring and reporting mechanisms of all items by actors involved in preparation for reuse we face the risk that informal actors slip under the radar and illegally use

to help develop their members activities, especially in relation to waste prevention and re-use.”

²⁸WRAP, “A Methodology for Quantifying the Environmental and Economic Impacts of Reuse.”

²⁹RREUSE, “Challenges to Boosting Reuse Rates in Europe,” 3.

³⁰Ibid., 4.

reuse to illegally dispose of waste.”³¹

The solutions to the problem that have been identified by the study include providing “guarantees in terms of environmental, health, safety compliance, reused products liability, reporting and traceability, insurance, technical expertise and after sales service.”³² Facilitating the “access to all waste collection points in order to be able to assess the reuse potential of collected goods” for those organisations that have been certified and are accountable for the products that they repair or rehabilitate to reuse. Quite relevant could be even a series of economic incentives for those who undertake Reuse or Preparation to Reuse activities as for example reducing the VAT taxation on repaired or prepared to reuse products or creating differentiated disposal fee since a reuse activities or even more a preparation to reuse activity is reducing waste rather than producing them.

“A Methodology for Quantifying the Environmental and Economic Impacts of Reuse”³³:

The second study is the one developed by the UK based research centre WRAP³⁴ *A Methodology for Quantifying the Environmental and Economic Impacts of Reuse* that indeed develops a method to quantify in monetary and ecological terms the impact of Reuse since their quantification is more complex than, by instance, recycling: “this is for a variety of reasons, including the complexity of assessing products rather than materials, uncertainty over what is being replaced and for how long, and identifying the waste impacts that are being avoided.”³⁵

The scope is to “identify products which future reuse efforts should focus upon (e.g. if there is a low reuse

rate but high potential benefit); [...] identify potential trade-offs between different impacts of reuse and understand the reasons for these; highlight opportunities for change within a reuse or disposal route.”³⁶

The analysis is divided between environmental and economic impacts, for each have been identified three indicators and relative conversion factors utilised to normalize the results. The indicators for the environmental impacts are: Greenhouse Gas Emissions “expressed as Global Warming Potential, for a time horizon of 100 years, in kg carbon dioxide equivalent / kg output”; Energy Demand “aiming to investigate the energy use throughout the life cycle of a product or service. It is measured in Mega Joules (MJ) embedded in fossil fuel usage”; Resource Depletion which “is related to extraction of minerals and fossil fuels due to inputs in the system. The Abiotic Depletion Factor (ADF) is determined for the extraction of minerals and fossil fuels (kg antimony equivalents/kg extraction) based on concentration reserves and rate of de-accumulation”.³⁷

The indicators for the economic impact instead are: Number of jobs, “full-time equivalent (FTE) jobs are defined as the total hours worked divided by the average annual number of hours worked in full- time jobs within the economic territory. Where positions are not paid (e.g. voluntary) this shall be identified separately”; Cost Impacts, in the form of “costs and benefits where the cost are private (including taxes and transfers, and with the costs of capital reflecting market rates), Social (taxes and transfers removed) and cost of capital set at the Social Time Preference Rate”; the final indicator is to whom these accrue, “whilst net jobs and financial impacts are relevant, it is equally relevant to understand how these affect particular sectors”³⁸.

The methodology has been tested by calculating the impacts of reuse for eight specific products, and the report have been published. These are: domestic furniture

³¹Ibid.

³²Ibid., 5.

³³WRAP, “A Methodology for Quantifying the Environmental and Economic Impacts of Reuse.”

³⁴“About Us | WRAP UK.”

³⁵WRAP, “A Methodology for Quantifying the Environmental and Economic Impacts of Reuse,” 6.

³⁶Ibid.

³⁷Ibid., 10.

³⁸Ibid.

(sofa and dining table), office furniture (desk and office chair), electrical (TV and washing machine) and clothing.

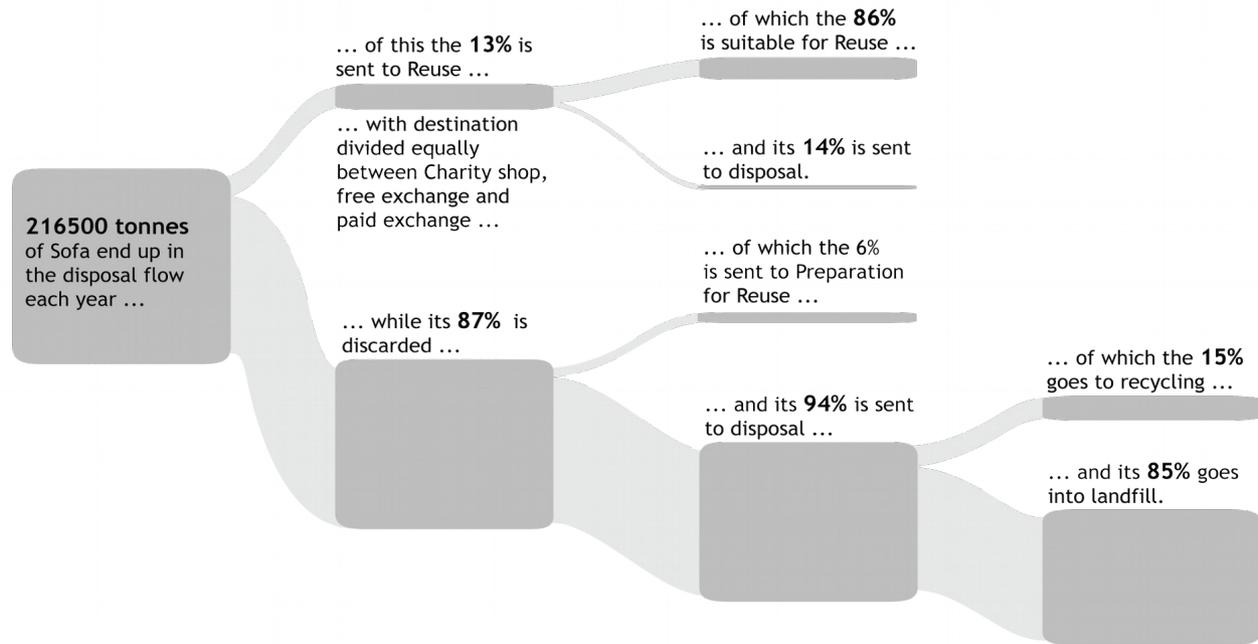


Fig.5 - Sofa annual mass flow in the UK
Reference: WRAP, "Benefits of Reuse Case Study: Domestic Furniture" 9

Urban life style quality through Preparation to Reuse:
The third study is a German based analysis of the movement Do It Yourself (DIY) in urban environments. The research has been published in the form of a book named "City of Commonisten. New urban spaces of Do it yourself" by Andrea Baier, Christa Müller and Karin Werner³⁹. This work focuses on concrete experimentation of this movement around Germany and Europe inside of urban area, and on what it means for the improvement of quality of life of the people living in the city and for the territory itself. The focus of the DIY movement are

gardeners, upcycling, sharing and exchanging experiences, the reinterpretation and re-appropriation of technical skills, the reinterpretation of classic design and schematics and the creation of commons. Concrete actions consists of organizing *Repair cafes*, so to spread the good custom of giving a longer life to objects rather than throwing them away as soon as they don't work anymore, other actions consist of cultivating the local variety of vegetables and thus also address a more sustainable consumption of meat, and it also consist of opening up part of the city that often are closed to the public, through actions of temporary re-appropriation.

³⁹Baier, Müller, and Werner, *Stadt der Commonisten*.

The goals of this movement are to share knowledge, craftsmanship and create social networks leading to the use and consumption of fewer and fewer material resources. The motivations behind these actions are different: some activities attempt at a greater independence from the market and to gain access to goods that they could not pay otherwise as by instance high-quality organic vegetables, or to reduce expenses when it comes to repairing other buying (although this difference can be feeble when it comes to extreme modern design, where the possibility to repair the object is lower and therefore expensive and buying it new may cost less), others instead understand it as a shift of image: before than consumers we are creators, makers, mixers and finders.

The movement redefines common goods and their uses, these are no longer considered as a mere item to use, consume and throw away, but as an open and indefinite artefacts. Therefore, any good can have a second and a third life or not only be used in its intended purpose, but over and over again with quite different scopes: milk cartons can become original wallets, euro pallets are almost a universal household goods and can be transformed into all sort of furniture, jars can be lamps, or garden containers, and much much more, indeed “DIY is a variant of the hacker movement” where instead of hacking computer programs people and craftsman get to hacker goods and common items.

Where these practices will lead in the long run, remains to be seen. However one thing is clear: repairing, smaller or less packaging, upcycling and other sort of reinterpretation affects the lifestyle, because things and resources are suddenly no longer scarce and the world can be seen as a place full of objects and materials that can be re-used.

Implementation of Preparation to Reuse as waste management solution:

The last group of studies that I would like to report are those developed by the research group *Occhio del*

*Riciclone*⁴⁰ (ODR) on the potentiality and quantitative analysis of Preparation to Reuse in an Italian context. They developed a series of analysis and research all centred on different aspects of Reuse and Preparation to Reuse, some of which have been reported in the book *La seconda vita delle cose (2010)*. The research that will be presented here is *Implementare Il Riutilizzo Su Scala Nella Gestione Dei Rifiuti* (Implementation of Reuse on wide scale in waste management solutions). This study is centred on the practice of Preparation to Reuse and on a quantitative analysis of the products that once taken to the HWRC have been selected, repaired and prepared to be reused and subsequently sold or given away for free (for charitable purpose). Since 2004 ODR has been able to collect data on circa 22 centre of 21 municipalities of centre and north Italy. In each location has been given a value to each of the reusable products (in terms of possible sells) and the potential of a centre for preparation to reuse has been calculated. Their finding have defined a potential of Reuse of all the goods that are brought to the centre between 42% (Vicenza Ovest in 2011) and 63% (Rome in 2005), in monetary term this means from 230.000 € (Anguillara, small municipality in the province of Rome in 2007, with 16.000 inhabitants) to 2.800.000 € (between the few centres in the Province of Vicenza in 2011, 680.000 inhabitants) or even 13.000.000 € (for the six centre of the municipality of Rome in 2005, with circa 2.700.000 inhabitants). However they also realized that in all the municipalities where the households have the possibility to use garbage bins at centralised locations or by the roadside have lower level of reuse. Indeed with this system, often the reusable objects of medium-small dimension are thrown in the bins rather than taken to the HWRC, and the same can happen with reusable waste of big dimension that are left illegally on the roadside close to waste bins.

⁴⁰The social and economical research centre “Occhio del Riciclone” since 2005 has carried on dozens of studies, business plan and research, commissioned by local agency, local administration and social cooperatives.

The collection of these data was functional to the development of a model able to restructure the reuse, preparation to reuse actions and the waste collection into one integrated system, applying advanced and efficient models that take into account the complexities and the heterogeneous nature of the reusable goods. This model is based on the idea of selecting the reusable goods directly at the HWRC or adjacent to them,

creating appropriate Preparation to Reuse or Reuse centres. This implementation would be successful if the collection centre became the first collector of reusable items, which is possible only with a specific information campaign for the citizens and also with the creation of a network for all the existing activities that cherish secondhand and reuse.

Stakeholders	Advantages
Social Cooperatives	a) Creation of new job b) Diversification of services and greater independence from public investments c) Management of a sector that vouch for cash revenue, solving or reducing problems link to the need of cash because of the delay in the distribution of public investment.
Secondhand operators	a) increase in the sale volume b) reduction of transport cost for the retailer and increase of goods supply and sale volume
Local administrations	a) Reduction of waste management cost thank to the self-sufficiency of the HWRC b) Reduction of Municipal waste conferment under payment at the landfill c) Increase of CONAI (national consortium for packing material) contributions for the recycling fractions of waste in relation to higher volume and higher level of purity of the products, from the residues of the disassembly for reuse.
Citizenry	Eventual decrease of the Waste-tariff in relation to the decrease of cost for the local administration
Municipal Agency	Increase of the competitiveness of the service thank to the self-sufficiency of the HWRC
Poorer bracket of the population	Supply on the secondhand market of basic goods at low prices

Fig.6 - Stakeholders and advantages of Reuse

Reference: Occhio del Riciclone, *La seconda vita delle cose*, 166

2.4 Reasons for a study on German and Italian experiences

Waste management, in my opinion, though it is an international matter (waste are produced everywhere), it has a territorial component, the management, the solutions and the modalities of waste disposal although similar and growing towards standardisation of the best practices (at least for those modalities that have been embraced since longer than others, as recycling, incineration and controlled dumping) are still influenced by their location (either within the city or land). Especially for experiences related to Reuse and Preparation to Reuse, which have been recognized for their relevance in the waste disposal hierarchy only recently, this connection is still pretty strong and it makes a relevant difference in the type of actions that are and can be developed. Remaining inside a European perspective different countries can and have developed different responses to the need of Reuse and Preparation to Reuse. Practices and actions that are of common use in some areas may be out of consideration in others. That is because of the differences in habits and awareness about this thematic. Awareness that has been assimilated by the population, by the productive chain and by the legislation at different times and with different focuses in each country (some times even in different cities).

For this reason I decided to develop my research choosing two cities in two different countries within Europe. So to have some perspective and set the principles for a wider overview on the matter. The choice of Milan and Hamburg and Italy and Germany, is mostly because of my personal relation with them. Having lived for few years either in Milan or Hamburg, I have had the chance to appreciate them both, to experience them, their habits, to discover different activities and practices related to Reuse and Preparation to Reuse and to observe the way these practices work and the people they attract.

For the next steps I will keep a European perspective only where required by the generality of the argument and a national and regional or federal state perspective where it represents a strong influence on the city level, as in the case of legislation adopted, but for the most the focus will be on the experiences developed within the city of Hamburg and Milan.

To briefly introduce the two cities: Hamburg is a city-state with circa 1,8 million inhabitants⁴¹ on a territory of 755 km² (of which circa 72 km² are port area), being a city-state in a Federal country and the biggest German port allows Hamburg to have a relevant economic power, financial and legislative independence, which of course has a direct reflection on its waste management abilities. Milan instead is a city with circa 1,3 million inhabitants⁴² on a territory of 181 km², it is the main city in Lombardia region, and as much as it is a business centre and a city with higher economical opportunities than most of other Italian cities, it is far from the same independence and financial stability of Hamburg. Beside the possibility of disposing of financial resources more or less freely, one of the most important difference between these two cities is their place in the administrative hierarchy. Indeed Milan for what concern the management of waste has other three levels of management above itself: the national level, the regional level and the provincial level, this translates into a more specific subdivision of duties but also a longer time to assimilate changes. Hamburg on the other hand being a city-state above itself has directly the national level. This difference will be cleared in the next section of the study.

⁴¹“Statistik-Nord.de.”

⁴²“Istat.it.”

In 2012 SRH collected **1 200 492 tons** of waste
of this the **0,13%** was reused
the **22%** was recycled
the **77%** was used to recover energy
the **0,09%** was sent to landfill

(SRH, Daten und Fakten 2012)

1 746 342 inhabitants
755,22 km²
2312,36 inhabitants/km²

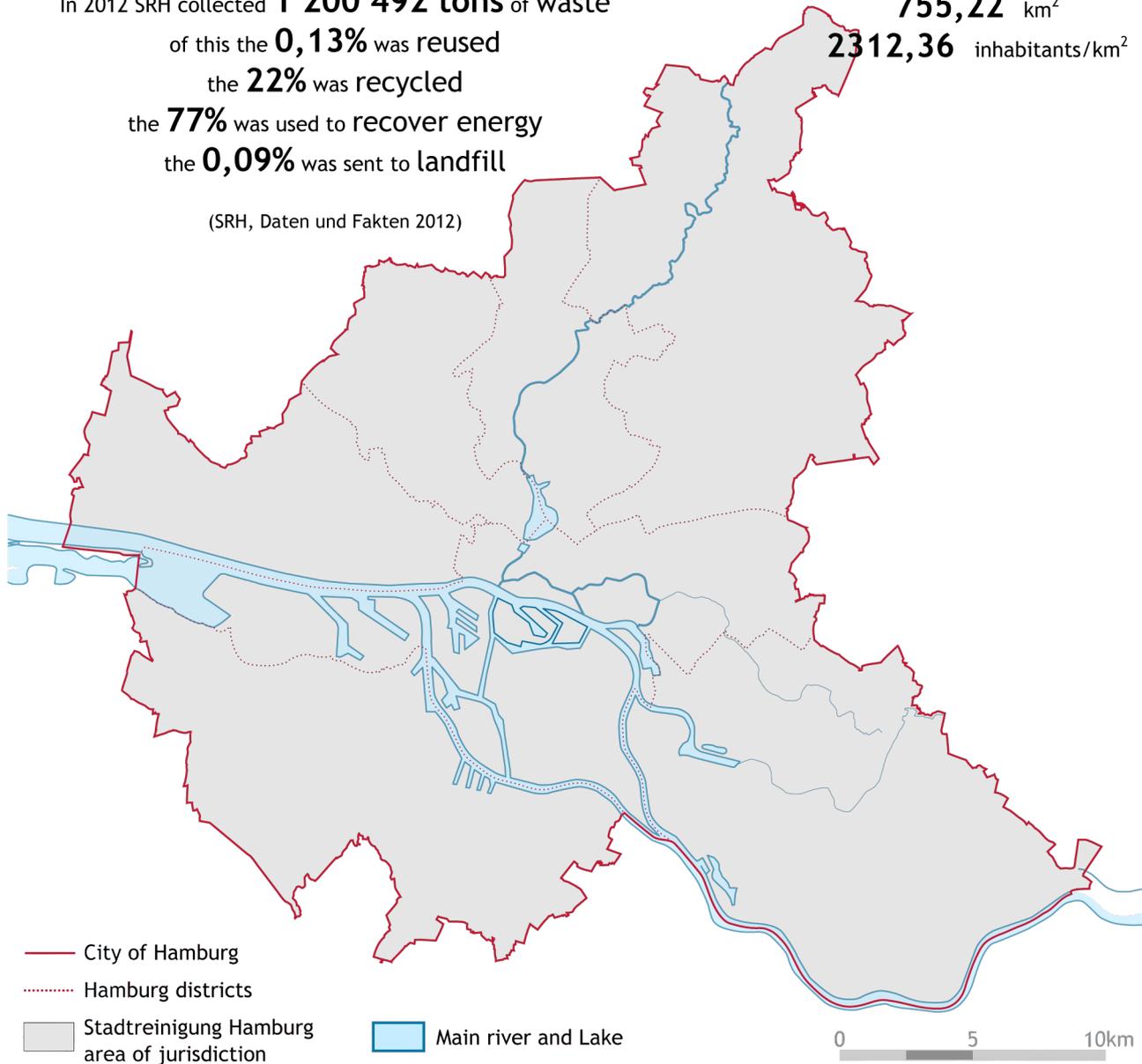
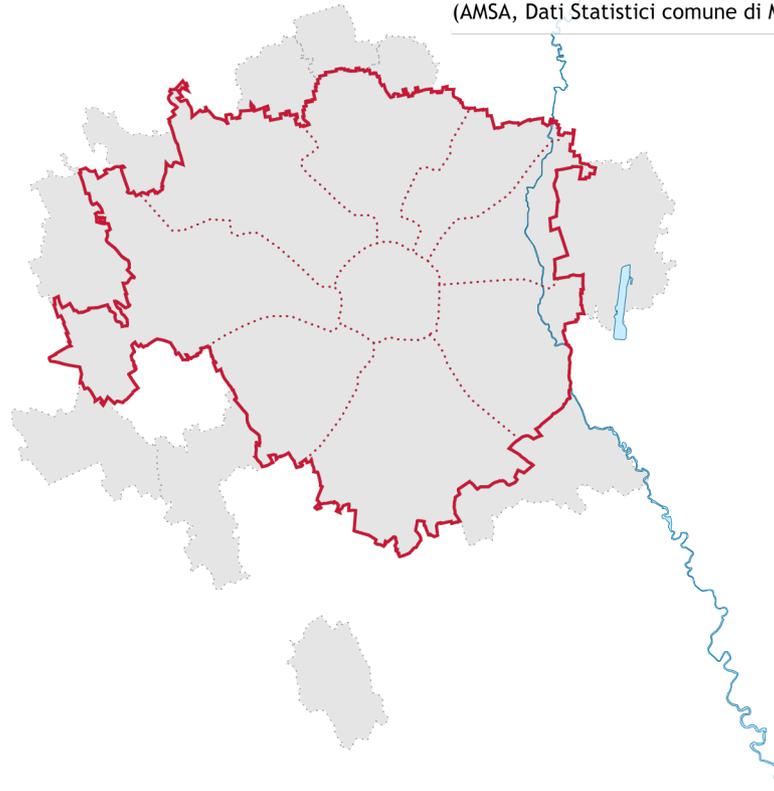


Fig.7 - Hamburg

1 332 516 inhabitants
181,67 km²
7334,82 inhabitants/km²

In 2013 AMSA collected **969 065 tons** of waste
of this the **41,9 %** was recycled
the **54,65 %** was used to recover energy
the **3,4%** was sent to landfill*
(*this data was calculated as a subtractoin from the previous ones)

(AMSA, Dati Statistici comune di Milano 2013)



- Municipality of Milan
- Milan districts
- Province
- Municipalities
- AMSA Milan, area of jurisdiction
- Main river and Lake

0 5 10km

Fig.8 - Milan

2.5 Law and enforcement on the matter of Reuse and Preparation to Reuse

In 1975 the European Union faced the issue of waste management and deliberated on the European Union's Waste Framework Directive - 1975/442/EEC introducing the first version of the waste hierarchy concept in three steps: avoid, exploit and eliminate, stressing the importance of waste reduction, and the protection of the environment and human health. However it was only in 2008 with the waste management Directive 2008/98/EC that the five-steps waste hierarchy was introduced (art.4)⁴³ and Reuse and Preparation to Reuse were identified as the top choice for the reduction and disposal of waste, meaning the recycling, recovery, and landfill disposal can be taken in consideration only if none of the waste left has reusable potential.

It also gave the definition of each concept related to the waste hierarchy (art.3 of the Directive) and it introduced the "end of waste criteria" (article 6), when waste ceases to be waste and becomes a reusable product or a secondary raw material: "Certain specified waste shall cease to be waste when it has undergone a recovery, including recycling, operation and complies with specific criteria [...]."

It also introduced the "extended producer responsibility" (art.8) "in order to strengthen the reuse and the prevention, recycling and other recovery of waste, Member States may take legislative or non-legislative measures to ensure that any natural or legal person who professionally develops, manufactures, processes, treats, sells or imports products (producer of the product) has extended producer responsibility. These measures may include the obligation to provide publicly available information as to the extent to which the product is reusable and recyclable." Which could "encourage the development, production and marketing of products that are suitable for multiple use, that are technically durable and that are, after having become

waste, suitable for proper and safe recovery and environmentally compatible disposal."

The directive also incorporates provisions on hazardous waste and waste oils within the waste management responsibility chapter (chapter 3 - art.15 to 22), it lists a series of permits and requirements (chapter 4 - art.23 to 27) and most important it requires all member states to adopt the European directive into national principles so to take appropriate measures on their territory to encourage the prevention and reduction of waste production and its disposal in accordance to the relevance given by the waste hierarchy (art.11 for reuse and recycling and chapter 5 - art.28 to 33), above all in article 11 the state member are required to: promote the reuse of products and measures for the formulation of reuse activities; support networks of reuse and repair; adopt criteria that promote reuse; decide quantitative targets for reuse.

<i>Europe</i>	<i>Germany</i>	<i>Italy</i>
<i>Directive 2008/98/EC</i>	<i>KrWG 24. Februar 2012</i>	<i>Legislative Decree 205/10</i>
<i>Article 4 - Waste Hierarchy</i>	<i>§ 6 Abfallhierarchie</i>	<i>Article 4 - Criteri di priorità nella gestione dei rifiuti</i>
Prevention	Vermeidung	Prevenzione
Preparing to Reuse	Vorbereitung zur Wiederverwendung	Preparazione per il riutilizzo
Recycling	Recycling	Riciclaggio
Other Recovery	Sonstige Verwertung	Recupero di altro tipo
Disposal	Beseitigung	Smaltimento

Fig.9 - Waste hierarchy in the national legislations

⁴³"EU Waste Legislation."

National level: Italy (ITA)

In Italy the EU Directive has been translated into the Legislative Decree n.205 of the 3rd December 2010 (d.lgs. 205/10) in addition and revision of the previous legislative decree n.152 of the 3rd of April 2006 (d.lgs. 152/06) on the matter of waste management and waste reduction on the base of sustainability criteria, either for the population or the environment.

The subdivision of the responsibilities on waste management is between the region, the province, the municipality and the producer (as seen at art.8 of the European Directive with the “extended producer responsibility”). The first one have to develop a regional plan, to organize the system on a regional level with an eye on the disposal of waste and another on the collection of waste for recycling; they have to define the criteria for the selection of adequate landfill and plant site. The province must bring to an operative level the plan defined by the region, defining the flow of waste and the specific locations for the plants and landfill. The municipality is responsible for the management of the waste collection and disposal, for the correct disposal or recovery of all waste collected on the territory, and for the creation and management of the plants.⁴⁴ It is however, usual practice for the municipalities to transfer the management of waste to agencies chosen through a public competition.⁴⁵ The producer at last (art.15 d.lgs.205/10 - modification of the art.188 d.lgs.152/06 Responsibilities in the waste management) should directly provide the adequate disposal of their waste or they could deliver them to an intermediary (retailer), to an organization or agency engaged in the operations of waste treatment, or to a public or private entity involved in the collection of waste. With the exception of few cases (for example when an agreement has been previously stipulated between the producer and the agency taking care of the waste disposal, so to guarantee the traceability of the waste) the producer

⁴⁴Massarutto, *I rifiuti*, 109.

⁴⁵Centro Studi PIM, “Gestione dei Rifiuti.”

keeps the responsibility for the entire process of disposal, meaning that even if the producer has given its waste to an external subject he still maintains the responsibility for its correct disposal. This addition is extremely relevant, because it extends and supposedly creates a more responsible approach in the choice of the agency disposing of their waste.

For what concerns the Reuse and Preparation to Reuse practices, the Italian government created article 6 - reuse of products and preparation to reuse (as article 180-bis in addition to article 180 of the d.lgs. 152/06 on practices of prevention), to encourage the development of appropriate measures on the territory. The article says:

“1.Public administrations, in the exercise of their respective powers, approve initiatives to encourage the reuse of products and preparing for reuse of waste. Such initiatives may include: a) economic incentive measures; b) logistical measures, such as the creation and support of centres and networks accredited for repair / reuse; [...]; d) definition of quantitative targets; e) educational measures; f) promotion of program agreements with stakeholders. [...]

3.The Local Administrations concerned to ensure that the obligations referred to in this article are applied within the human resources and equipment available, and with no new or increased burdens on public finance.”

Obviously this article opens the local administration to the possibility of legally develop Reuse and Preparation to Reuse practices, however it is done in a feeble way, leaving the possibility to define actions for Reuse and Preparation to Reuse as facultative and fairly general.

Moreover this legislation is incomplete and to properly adopt actions towards Reuse and Preparation for Reuse other legislations from the ministry of the environment together with the ministry of the economic development had to be waited (as defined at the second paragraph of art.6). This complement was represented in the form of a Ministerial Decree adopted on the 7th October 2013

(three year later the d.lgs. 205/10 and five year later the directive 2008/98/EC) and named “Programma nazionale per la prevenzione dei rifiuti” (National program for the prevention of waste). This expedient resulted into an absence of politics for Reuse and into a delay of the application of those practices, since until this program was not issued it was not possible to adopt other programs of waste prevention at a regional level because those had to be made on the guide line of a national program, which was still missing.⁴⁶ The program itself does not really get to the point of defining in detail some practices or actions for Prevention or Reuse. Its content is limited to the affirmation that the actions of the near future should “address the removal of regulatory barriers that currently prevent the creation of useful activities to achieve those targets. It will be necessary also to encourage the use of economic instruments for the reduction of waste and the diffusion of voluntary agreements so that these tools may reach a wider outcome. In any case, it will be necessary to build on the existing good practice by encouraging their replicability in other contexts. The information and public awareness will play a key role in guiding the behaviour of production and consumption towards models with less impact in terms of waste production.”⁴⁷ Clearly this program does not really constitutes a step forward into the development of proper Reuse policies and practices on an administrative level, indeed the absence of detailed and specific guide lines on the matter creates a situation where sometimes functionaries desist from authorizing the selections of reusable goods at the HWRC and treatment facilities that are dedicated to sanitize and possibly repair these goods so to be put back into circulation as used goods, because

they do not know how to act if they had to choose that direction.⁴⁸

As highlighted by the network ONU (Operatori nazionali dell'usato - National operators of reused goods)⁴⁹ in 2013 the legislation on the matter of Reuse and Preparation to Reuse in Italy is still insufficient and it should be refined including a juridical definition of operators working in the sector of secondhand goods and of the activities that they carry (as the recognition and regularization of the secondhand market); it should address the necessity of creating a national consortium for reused products; it should create a system that permits to recover reusable items even if those are delivered to the local HWRC; it should define the possibility to settle Reuse activities (as shops and commercial activities) into spaces juridically set for production (spaces with lower cost than commercial areas) and it should intervene on the VAT (Value added tax, in Italian “IVA, imposta sul valore aggiunto”) and define it in consideration of the fact that the goods sold are reused and not new, and that⁵⁰ secondhand shops do not produce more waste, but removes them from the waste stream through constant work of prevention and selling them again.⁵¹

Regional level: Lombardia (Rg.)

In June 2009 the Lombardy Region has adopted an Action Plan for the Reduction of Municipal Waste (Piano d'Azione per la Riduzione dei Rifiuti Urbani - PARR) which resulted into an implementation plan of the 2005 Regional Waste Management Program (Programma regionale di gestione dei rifiuti - PRGR). This program however was outdated when in 2008 the European directive and the respective national legislation in 2010 were introduced, and it required to be revised. The new Regional Waste Management Program was approved as per regional resolution n. 1990 the 20th of June 2014.

⁴⁶Ronchi, “Priorità Nella Gestione Dei Rifiuti E Obiettivi in Materia Di Prevenzione, Riutilizzo E Riciclo, Direttiva 2008/98/CE Decreto Legislativo 3 Dicembre 2010 - N. 205.”

⁴⁷Ministero dell'Ambiente, “Il Programma Nazionale Di Prevenzione Rifiuti.”

⁴⁸Occhio del Riciclone, “Implementare Il Riutilizzo Su Scala Nella Gestione Dei Rifiuti.”

⁴⁹“Rete Onu - Operatori Nazionali dell'Usato.”

⁵⁰Giuliani, “Verso Una Legge per Il Riordino Del Settore Dell'usato.”

⁵¹Giuliani, “Approvata in via Definitiva La Legge Sul Riuso.”

The program has been divided between: Urban waste, Special waste and Program for the reclamation of polluted areas, the Urban waste section included also the Waste prevention program (chapter 12), which incorporates and updates the contents of the 2009 Action Plan for the Reduction of Municipal Waste (PARR).

The original PARR was based on a series of experimentation (in the province of Brescia) in order to analyse and understand which were the best guide line for the development of a sustainable waste management. Between 11 actions of prevention only one was dedicated to reuse and none to preparation to reuse. The revised PARR extended the application of those actions to all the province of Lombardia region.⁵²

In addition and in consideration of the recent analysis published at the European level about the effectiveness of instruments to promote waste prevention, the Lombardia Region added to the revised PRGR a note to define the main characteristics of a “centre for reuse” (as intended at the article 180-bis del d.lgs 152/06, article, which was added with the 2010 revision of the national legislation) and its activities:

“The reuse centre is intended as a place where people can bring the goods still in good condition that they do not need anymore, but not want to throw away. Such reuse activity, as it is simply the collection and sorting of non-waste goods does not require authorization [...]. Activities of this type have already been held at various flea markets”. Furthermore this note introduces the possibility of localizing the reuse centres within the HWRC [...]: “with regard to the placement of such activities within an authorized waste collection centre, it is thought possible in consideration of some clarifications: the space dedicated to Preparation to Reuse and Reuse should be well defined physically and visually, to avoid any confusion and mixing of “waste” and “not-waste”; the space must be manned by trained personnel, to preside all the different operation

(collecting, cataloging, assisting, and reporting all the goods that are sold) and to prevent the collection of goods not in good condition to be reused or prepared to reuse, goods which should instead be taken to the collection of waste; [...] the collection of reusable goods in the reuse centre would therefore be possible only if collection of these goods is done simultaneously to the collection of urban solid waste.”⁵³

Provincial level: Milan (Pr.)

As a result of the late drafting of the regional waste management program, and of the national waste prevention program, the province of Milan has not adopted yet a program based on the five steps waste disposal hierarchy. Hence the current Provincial Waste management program (PPGR - Piano provinciale per la gestione dei rifiuti) is dated 2009, with only a revision in 2012 about the criteria for the localization of the ideal sites for dumps, landfills and plants for the disposal of waste, and it includes no information about possible reuse centre.⁵⁴

Municipal level: Milan (MI)

For the same reason as above there is no municipal waste management regulation based on the five steps waste disposal hierarchy, and the current municipal regulation is dated 2009. The municipal department responsible for the management of the waste collection and disposal is AMSA (Azienda Municipale Servizi Ambientali - municipal agency for environmental services).⁵⁵ Article 3 of the Municipal Waste Management Regulation lists the duties of AMSA⁵⁶: collection of recyclable and no recyclable materials; cleaning service of public areas; implement the transportation from the

⁵²“Regione Lombardia E Il Piano d'Azione per La Riduzione Dei Rifiuti Urbani.”

⁵³Regione Lombardia, *Programma Regionale Di Gestione Dei Rifiuti*, 621–622.

⁵⁴“Area Tutela E Valorizzazione Ambientale.”

⁵⁵“AMSA | Gruppo A2A.”

⁵⁶Comune di Milano and AMSA, *Regolamento per La Gestione Dei Rifiuti Urbani Ed Assimilati E La Tutela Del Decoro E Dell'igiene Ambientale*, Articolo 3.

collection sites to the disposal sites; implement disposal operations and promote recovery operations. Moreover either the municipality or AMSA can in the activities related to the management of urban waste be partnered or collaborate with associations and social cooperatives.

National level: Germany (DE)

In Germany the Directive has been translated into the new Closed Cycle Management Act (Kreislaufwirtschaftsgesetz, KrWG), which entered into force on the 1st June 2012. In the past decades Germany has pushed towards waste recovery to the point where they have the highest rates in the world⁵⁷. However their policies have been focusing mostly on the separation of waste (as recycling) and the attempt to make people aware of the need to separate waste and recycle. They had assigned disposal responsibilities to manufacturers and distributors before that it was even considered by the European legislation and this decision led to the creation of new disposal technologies, and increased the recycling capacities.⁵⁸

With this new act, although recycling and waste recovery will be strengthen, the object of explicit consideration in the municipal waste management plan are prevention, Reuse and Preparation to Reuse (§ 3 paragraph 21 and paragraph 24).⁵⁹ The german federal government did not simply translated the Directive into their legislation, but they analysed the general guidelines given and created a Waste Prevention Program (§ 33 Abfallvermeidungsprogramme) specifying that each federal land can develop its own program in addition to the one of the federal government. The aim of these programs (paragraph 1) is to adopt the waste prevention targets by instance decoupling economic growth and waste

impacts on people and environment, to present the waste prevention measures that have been identified (some of which listed in the Anlage 4) and evaluate the usefulness of each, and also to determine appropriate qualitative or quantitative measurement scale to evaluate and monitor the progress in the measures adopted. The program must be developed independently or as part of the waste management plan but in the form of an environmental policy plan, in accordance to § 30 (paragraph 4).

Some of the examples of waste prevention measures presented in the Annex number 4 (Anlage 4 Beispiele für Abfallvermeidungsmaßnahmen) include: measures that can affect the conditions related to the generation of waste as use of planning measures to promote the efficiency of resource use or the promotion of research to produce cleaner and less wasteful products. It includes also measures that can improve the design, production and distribution phase, by instance the promotion of eco-design and eco-label or the provision of information on waste prevention techniques and try to facilitate the implementation of the best available techniques in the production system. And finally measures that can affect the consumption and use phase as the use of economic instruments or setting awareness campaigns between consumer as well as producers and “promoting the reuse and repair of appropriate discarded products or their components, through the use of educational, economic, logistic or other measures such as support or establishment of accredited centres and networks for repair and reuse, especially in densely populated regions.”⁶⁰ This last point is probably the most relevant in relation to the development of reuse habits.

Regional/Municipal level: Hamburg (HH)

The city of Hamburg is a state-city, and the department responsible for the waste management is Stadtreinigung

⁵⁷Federal Ministry for the Environment, Nature conservation, and Nuclear Safety, “Waste Management in Germany 2013 Facts, Data, Diagrams,” 4.

⁵⁸Ibid., 5.

⁵⁹“Kreislaufwirtschaftsgesetz KrWG Und Novelle Der EU-Richtlinie WEEE - Chancen Und Gesetzliche Bestimmungen Zur Wiederverwendung.”

⁶⁰Bundesministeriums der Justiz, *Gesetz Zur Förderung Der Kreislaufwirtschaft Und Sicherung Der Umweltverträglichen Bewirtschaftung von Abfällen (Kreislaufwirtschaftsgesetz - KrWG)*, Anlage 4.

Hamburg (office of municipal sanitation in Hamburg). The Hamburg Waste Management Act (Hamburgisches Abfallwirtschaftsgesetz - HmbAbfG) was approved on March 21st, 2005 and its most recent revision to date was on June 6^{t h} 2014. The authorities of the Free and Hanseatic City of Hamburg are obliged to collaborate in the design and construction of projects aiming to preserve natural resources and ensure the protection of human health and the environment, and in the management of waste, as expected in the KrWG national legislation.

The content of the legislation is divided between five sections: introduction and purposes (§ 1 to § 3), public waste disposal and waste management planning (§ 4 to § 6b), waste disposal facilities and actions by the competent authority (§ 7 to § 10), access and regulations of use (§ 11 to § 14) and final provision (§ 15 and § 16). The waste management plan (§ 6) is defined in its content and requirements by the competent authority: Stadtreinigung Hamburg (SRH).

The first two goals of the waste management plan are waste prevention and reuse. These targets are intensively pursued in Hamburg, especially because of its attention to climate and resource protection (indeed Hamburg was nominated European Green Capital in 2011). Of particular attention for these work are the actions created as response to Reuse and Preparation to Reuse, some of which, should be noticed, were developed for the first time in 2001 (7 years before the introduction of the European Directive). To give an idea of the variety of actions developed by the city of Hamburg through the Municipal Sanitation Department three significant examples could be mentioned: ALOIS - The Hamburg Soil, Construction Rubble And Building Component Exchange which “is a free exchange portal for the offer and supply of used construction materials and soil”. TOYS Company (Used Toys For Children) where, close to Christmas old toys are gathered and once fixed and repaired “can be collected, free of charge, by kindergartens, hospitals, women’s refuges and families

in need”. Used Goods Department Store Stilbruch where “furniture and household items in good conditions disposed of as waste by Hamburg households via the bulk waste collection or at the recycling facilities are sold at low prices”.⁶¹

In addition to the Waste management plan there are many other regulations and laws approved by the city of Hamburg on the matter of waste management and involving the Stadtreinigung, some examples that can still be related to the Reuse or Preparation to Reuse practices are⁶²:

- Regulation on the Use of waste facilities (Verordnung über die Benutzung von Abfallentsorgungseinrichtungen - AbfBenVO)
- Commercial Waste Regulation (Gewerbeabfallverordnung - GewAbfV)
- Law on Electrical and Electronic Equipment (Elektro- und Elektronikgerätegesetz - ElektroG)

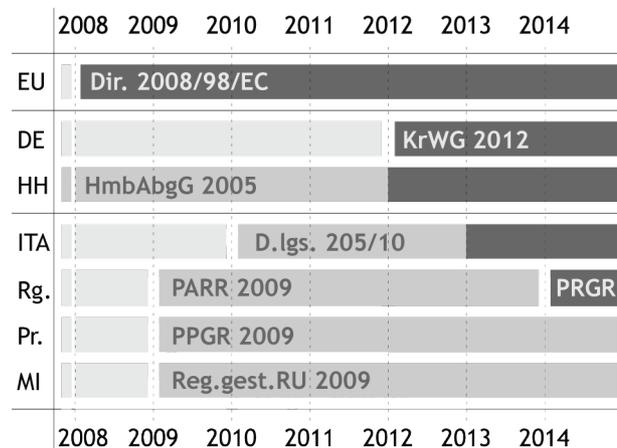


Fig.10 - Introduction of the Waste hierarchy in the national lgs.

⁶¹Fiedler and Stadtreinigung Hamburg, “Sustainable Waste Management in the European Green Capital 2011,” 4-5.

⁶²“Alles Was Recht Ist.”

2.6 Reflections on the theme

To put things in perspective between Reuse, Preparation to Reuse and all the different forms of exchange of the secondhand products, we can say that “direct exchange between individuals or via an intermediary (e.g. eBay, a charity shop or secondhand shop) is defined as Reuse. Products which have become waste (e.g. via a Civic Amenity site or Bulky Waste Collection) are defined as Preparation to Reuse. Some products may also be donated and pass through the same site as Preparation to Reuse e.g. items may be donated to furniture reuse organisations or may come from bulky waste collections.”⁶³

Clearly both Reuse and Preparation to Reuse, having waited longer than other practices to be recognized as valid alternative to waste disposal, have developed into a various number of public and private policies and actions that (moved by strong motivations and desire of a change in the modern life-style) were trying to compensate the absence of a legislation on the matter. This variety however, creates a complex environment for those whom are trying to develop legal and economic instruments to keep developing Reuse and Preparation to Reuse. To summarize, the problems related to these practices are:

- To receive recognition and authorization to carry out practices for the selection of reusable products from the stream of waste;
- To improve and guarantee the trust between producers and accredited reuse actors, in particular through high level of transparency of reuse operations;⁶⁴
- To be able and allowed to select and to have enough time to select reusable items at the waste collection centre
- To have centre for the Preparation to Reuse integrated to the waste collection centre, to improve and ease the passage from waste to reusable objects

- To improve the taxation and the authorization system for those who want to practice Reuse or Preparation to Reuse actions. Especially for what concerns the VAT taxation

To conclude the question I am trying to raise will not be posed on the economical or ecological convenience of developing Reuse and Preparation to Reuse actions and neither on the need of these practices from an environmental or moral point of view (although I do believe that), but it will centre on the possible development and implementation of this sector as a mean to provide an additional quality to the urban space. Analysing and cataloguing the existing Reuse, Preparation to Reuse and also Upcycling activities will be the first step in order to qualitatively and quantitatively understand the amount and nature of the experiences present on the territory and above all to understand what is the role played by Reuse for the quality of the space. However because Reuse can be applied to a large variety of goods (as already seen), I decided to focus my study on the single case of furniture. This choice rose as a need in the early stages of my research, first because the drive to consider all the different reusable objects soon revealed itself as too complicated, since they can be treated quite differently, and for some items there are much more developed market than for others; and second because I wanted to consider a good with a strong and innate spatial feature, which was not the reuse of space itself.

Although Reuse and Preparation to Reuse are the focus of this work, when talking about furniture I decided that including Upcycling activities could be interesting in order to include some unique and innovative practices that use design and fashion to raise awareness about the complexity of waste prevention and disposal.

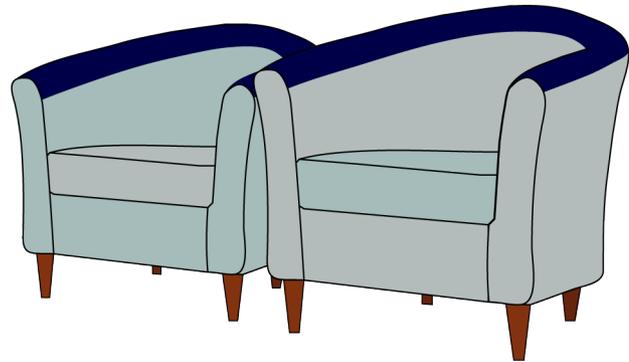
⁶³WRAP, “A Methodology for Quantifying the Environmental and Economic Impacts of Reuse,” 8.

⁶⁴Altimari, “Riutilizzare E Riusare Piace Agli Italiani.”

*"Il nuovo dovrebbe intervenire solo là dove
l'usato non è più in grado di sopperire ai bisogni dei viventi"*

*"The new should only be used when
the "old" is not able anymore to fulfill the need of the living"*

(Guido Viale, La civiltà del riuso, p.7)



REUSED FURNITURE: PROBLEMS AND EXPERIENCES IN HAMBURG AND MILAN

As already discuss the main obstacle to the expansion of the Reuse sector is to be found in the scarce supply of operators that would take care of Reuse and Preparation to Reuse. Hence the construction of models of efficient Reuse should be based on a good network of stakeholders: these may be local agency for waste management, secondhand operators, citizens, social cooperatives, and various organizations of solidarity. Therefore with this next chapter I would like to understand which are the practices related to Reuse, Preparation to Reuse and also upcycling for furniture on the territory of Hamburg and Milan. I will have a look at the life cycle of secondhand furniture in the city: from the moment its owner decide to get rid of something, to the search of a new owner or eventually a new use. The idea is to understand from the citizens perspective what do they have to do to get rid of old furniture, to understand which are the methods that are actually adopted by the citizens and which are the solutions preferred, formal or not (garbage bin on the street or on the side of it, leave on the street for some one else to collect it, pay a professional to take the furniture to the landfill/recycling centre, approach the services provided by the city, etc.). But I also will understand from a purchaser of reused furniture perspective, how this furniture is collected and which are the places where reused and upcycled furniture can be acquired.

3.1 Different perspectives within the same city

In the last decades people seem to have changed their furniture and reused it more often than in the past, one of the reason can be that people are more aware of the value of their belongings, they donate fewer objects to charity shops and see disposed objects as sources of income as well as valuable purchases. “[...] people can decide based on what they are disposing of, for instance, an antique chair is likely to be either donated to family members or sold for a profit through retail or a website; a low value chair can be donated to friends or charity shops; and a broken chair is generally thrown in the garbage.”⁶⁵ Hence we can say that the life cycle of secondhand furniture as well as of many other products starts in the hands of its first owner. The ways that an object can follow to have a second use are mainly three: if it is given away as a present or given up to someone else (known or unknown), if it is sold (directly or indirectly) or if it is thrown away.

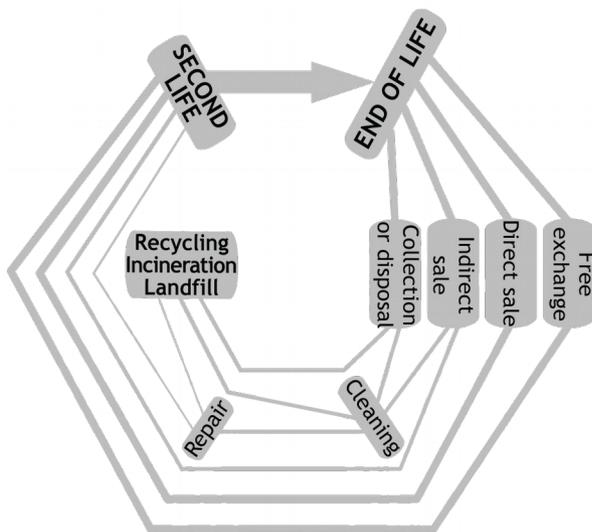


Fig. 11 - Modalities to enter a second life

Purchasing secondhand furniture can be motivated by a lot of different reasons (as explored in the second chapter of this study) and as many as are the motivations so are the modalities of retail of secondhand furniture. The ways to approach reused furniture can be at least two: through free exchange, for example donated by some charity or associations (if who purchases it, is recognized as someone in need), found on the side of the street, inherited or exchanged with other goods; and bought either directly from the previous owner, through an intermediary trader, or a city agency.

Citizens' perspectives. Getting rid of old/out of fashion/broken/ruined or just “tedious” furniture:

When a citizen (as well as offices and working spaces) has to face the problem of getting rid of some piece of furniture his first choice: is between give it away for free, sell it or throw it away. This choice can be influenced by other elements as the need to move the furniture himself or to call someone else to do it, the time and energy that it would take or the cost that it would require. Essentially if before throwing away something, we stop and keep the object in our hands a bit longer, we could find a more suitable alternative to dispose of it, and it would not require someone else to go through the urban waste to select what can be reused and what is actual garbage.

Purchasers' perspectives. Acquiring secondhand furniture:

When facing the desire (or need) of purchasing furniture the first issues to be taken in consideration are: the price and economic resources available, the location of the retailer, the possibility to self transport the furniture at home or the need for someone else to deliver it, and of course the motivations that stand behind the purchase itself. Basically the variety of choices for the purchase of

⁶⁵Cappellini, “Furniture,” 286–288.

secondhand furniture is extremely variegated so to be able to answer to very different needs and expectations.

The mapping process:

The aim is to give an idea of the extent and potentials of the secondhand world in Hamburg and Milan by listing different modalities to get rid of old furniture and places where to buy reused furniture: from solutions that will perpetrate the life of the objects to the one that will end it, from reuse to creative upcycling. The result is a catalogue with over hundred activities in Hamburg and over fifty in Milan, divided between markets, shops, public workshops and HWRC.

In the research of markets I chose to focus on five different criteria:

- The type of items that can be sold: secondhand items, antique or vintage items, used or new items, and food items. This information is used to distinguish the antique and vintage markets from the flea markets.
- The presence in the market of furniture stands, and therefore the type of furniture sold: small dimensions, big dimensions and/or renovated furniture. Although small dimension furniture are more usual than the ones of big dimensions, to find furniture at flea market is not that common. This information can also be considered as a sign of demand of furniture between the people hanging out at these markets, and knowing that at a specific market furniture can be found, is a catalyst for those who are interested in secondhand furniture.
- The type of sellers the market is open to: professional, non professional or member of the association organizing the market.
- If the visitor must pay to enter the market, which can discourage those only curious and looking for a cheap deal.
- If there is a space close to the market to park the vehicle for the vendors or the visitors. Having the possibility to park right behind the space given is a

great facilitation especially when trying to sell furniture, the same can be also for the visitors.

In the research of other activities and businesses (as secondhand shops, upcycling shops and public workshop) I chose to use nine criteria:

- The dimension of the space: to understand the type of space these activities occupy and it gives an idea of the quantity of furniture that can be found.
- The type of items that are sold: secondhand items, antique or vintage items, upcycled items.
- The dimension of the furniture sold: small dimension, big dimension. Some times it can relate to the space they occupy or to the type of items sold.
- The variety of furniture present, which is often directly proportional to the dimension of the space.
- The variety of items sold, or to be more specific the specialization of the activities in furniture sellers or not. Information used to understand if there is a market strong enough to support shops selling only secondhand furniture, or if it is possible only with antique/vintage furniture.
- The type of activity done by the shop: reuse, preparation to reuse, restoration workshop, upcycling workshop.
- The type of activity: profit or non profit, if it is an association, an enterprise, a social cooperative or an administrative institution.
- The modalities used to collect furniture that then will be sold again: through donation, on consignment, buying furniture or recovering it from the waste stream.
- The type of services provided: home collection of the furniture (in the case the activity collects furniture), and home delivery (in the case the activity grants also the transportation at home of the goods bought).

After an intense research on the main features of these activities some time was spent getting to know few of them a little bit better: adding to a visit to observe the

space, the objects and the people frequenting it, an interview to the owner or manager.

Beside all the activities mapped that have a location in the city and are accessible by the whole population, there are plenty of other modalities to access reuse that cannot be mapped or tracked or that concern only restricted groups of people, and cannot be accessed by every single citizen. For instance giving furniture away for free can often correspond to give it to an acquaintance, give it as inheritance (as single pieces or because furnishing an apartment), or simply to leave it on the side of the street for someone else to collect it, and even if this last option is questionable, it is a source of materials for a lot of flea market enthusiasts, students looking to furnish their home, professional retailers, and any citizens with a propensity for secondhand objects. However it can also lead to the presence of waste on the street and consequently to be reason of decay.

Another form of free exchange unlikely to be mapped and very diffuse is the exchange on the internet. Indeed there are plenty of websites with international range where you can buy and sell almost anything (eBay, Craighlist, Kijiji, etc.) and there are also websites that specialized on specific sectors. However furniture, unless it is of small dimension, is not one of the most common goods to be exchanged on the web, mostly

because of the issue of transportation or despatch. In fact between all these websites, the ones with the highest rate of furniture exchange are those which explicitly offer such items only if the transportation is at the expenses and management of the purchaser.

Other than the mentioned forms of e-commerce, there are also a variety of social network that can play an important role in the exchange of goods, beside the most popular and famous one (Facebook, Twitter, Pinterest, Google+, etc.) there are also networks created between employees of the same firm or student of the same university, based on the exchange of emails. These networks are created to exchange information or to deliver communication as fast as possible to all the employees (or students), usually about new policies adopted by the firm or about events and guest lecture at which all the students are invited; although some firms may put some restriction to the use of such networks, quite often they can develop to the point where these are used to organize any sort of activity within the firm or university, so it is not unusual to use it to ask if someone is interest in a sofa, a wardrobe, or a table still in good condition. Moreover even if today are really few those that cannot or do not know how to access the internet, it can still be considered as not approachable by everyone, and such limitation is even more evident when related to the use of social network or network restricted to specific group of people.

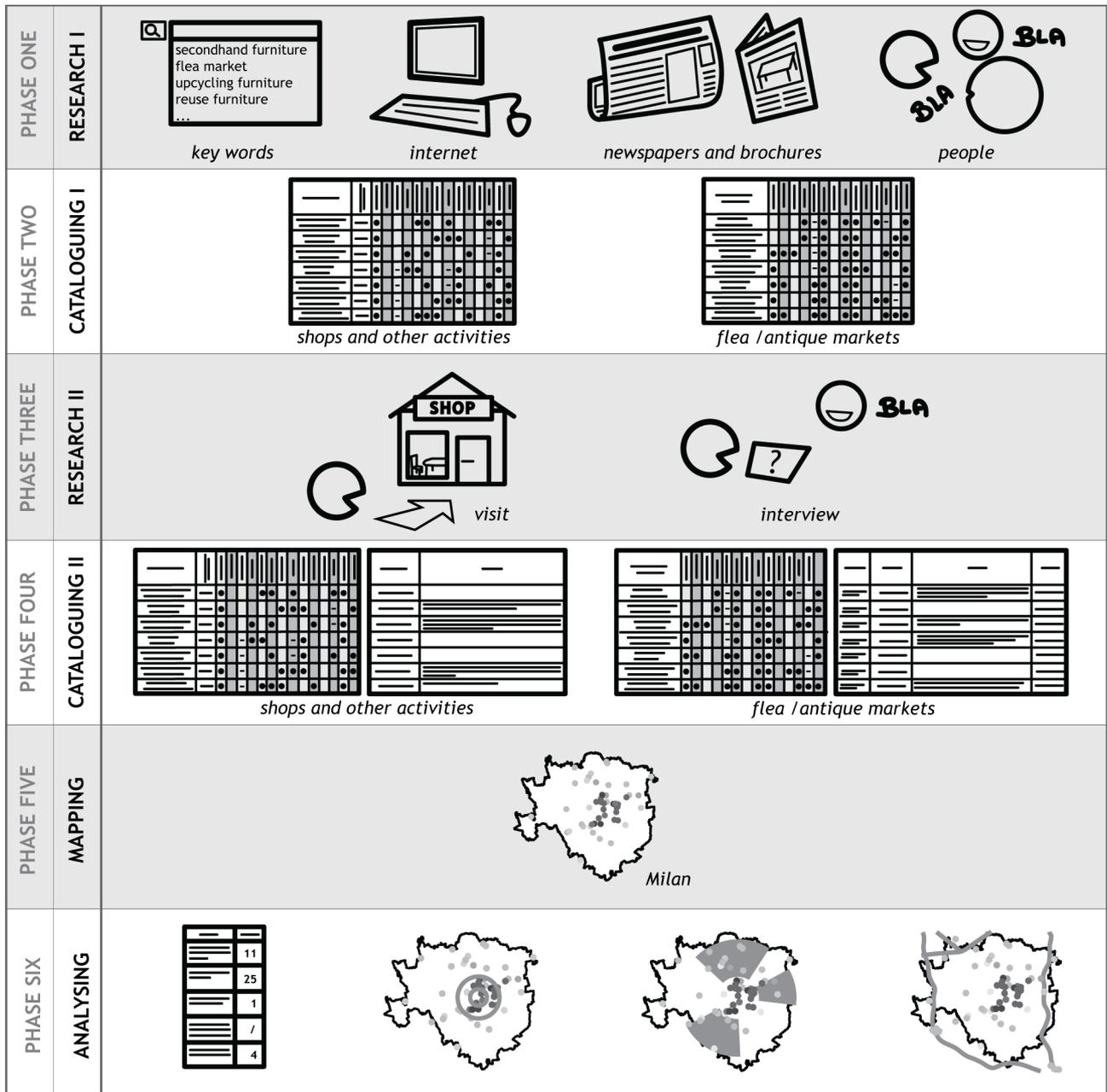


Fig. 12 - Mapping process

3.2 Dispose, collect and purchase furniture in Hamburg

The extent of secondhand activities in Hamburg is impressive. The flea markets in particular are one of the most common events organized around the city, there are flea markets as parallel events to festivals, fairs, and neighbourhood celebrations; in schools, squares, streets, private and public areas. Many have also grown to become strong landmarks, characterizing entire areas, or mirroring the main features of a neighbourhood, and becoming all one with it.

Getting rid of unwanted furniture:

One of the first thoughts when considering to get rid of an old or unused object is to sell it at the flea market. Of course this sort of consideration when looking to sell furniture can have a protraction only if the owner has the possibility to easily move and transport the items that he wants to sell. The next step will be to search for a flea market, and to decide if the cost of enrolling and renting a space is worth the hustle of carrying the furniture, most of the times it is not. Indeed of all the flea markets researched the most did not have stands selling furniture. Probably the only flea market in Hamburg where secondhand-furniture (not only pieces of small dimension, as chairs, and coffee tables, but bigger ones, as sofas, wardrobes and tables) is sold by non professional is “Trabrennbahn Flohdom”. This is the only flea market in Hamburg to take place twice a week (Saturday and Wednesday). It is organized by “Kreaktiva GmbH” a private group founded in 1979 with the goal to manage flea markets in Hamburg and northern Germany.⁶⁶ The market is open both to professional and non professional sellers and the organizer makes at disposition (with extra cost) stalls, which are located only in the paved area. Along either the covered and paved areas, the vendors are quite compact using all the space at their disposition. There are people that carry table to display their stuff, people that use boxes and

place them on the floor, people that have only some cloth to cover the pavement and lay above it their belongings, and people that use their car or van to display what they want to sell. There are sellers with extremely organized space where everything is priced, and there are vendors that simply put their stuff on the floor and let people snoop into it. Being a general flea market the range of products that can be found is very diverse, however it is possible to notice a difference between the covered/paved area and the unpaved area. Indeed while the first is a general flea market, where is difficult to get through because of the amount of people, the second is more scattered and has mostly (if not only) people selling furniture. Making it probably the highest variety of secondhand furniture that can be found at a flea market in Hamburg: from house furniture, to office, restaurant and industrial kitchen furniture. Most of the vendors park their vans and unload everything in front of it taking as much space as they need, therefore it does not seem like this part of the market is regulated. In addition to the secondhand vendors, in the paved area there are also some stalls selling new goods as electronics, beauty products and food.

Other flea markets, where more than one single stand of furniture was found, were “Flohscanze” and the “Messehalle Winterflohmarkt”, however in both cases the sellers are professionals rather than common citizens. Essentially every flea market has the potential to be a place where to sell furniture but not every flea market is likely to be a place where to do so, because of its reachability, price per square metre and possibility to park. For these reasons the division between “main” and “other” flea markets in the mapping process was done based on their frequency, on the presence of people selling furniture, and on the general suitability to be a market where furniture could be sold rather easily.

⁶⁶“Kreaktiva | Flohdom.”



Fig. 13 - Trabrennbahn Flohdom, non paved area



Fig. 14 - Trabrennbahn Flohdom, market areas

TYPE	PRICE	
	Wed.	Sat.
Stall to sell used or new goods	25 €	35 €
Square metre of used goods	6 €	9 €
Square metre of new goods	11 €	11 €

Fig. 15 - Trabrennbahn Flohdom, Wednesday and Saturday prices

With respect to flea markets, the antique and vintage markets are mostly frequented by professionals, some of these markets are open also to non professional sellers, but they usually can enrol only if they want to sell antique or vintage products, and also only if the goods are in rather good conditions.

Another possibility is to sell the furniture to stores specialized into secondhand, antique and modern design-

furniture, this option can be interesting when the furniture to be sold is of particular value and the retailer is interested. These stores are the most regarded between all the shops that trade secondhand furniture, because they are often associated with workshop where restoration takes place. Usually this type of activities prefer to go “furniture shopping” at flea market, from other secondhand furniture retailer, or on the web, rather than to be open to anyone who wants to sell its furniture, the search and the attention that is put in the chase of a piece of furniture can be an important part of the job. In some cases, as for “Antiquitäten Carsten Brundert”, “Antiquitäten Günter Rusch”, “Kunsthandel Helmrich” (antique and vintage shops, respectively n° 1, n° 2, n° 3, n° 4, fig.19), but also “Apellos-Trödelbox”, “Kiefernraush” and “Genbrug” (secondhand shops n° 10, n° 12, n° 13, fig.19), the trade of antique furniture is explicitly advertised on the website, on in the shop itself; in others instead is possible to know if there is interest only asking directly to the owner, in some cases the furniture is also taken on consignment. These traders are always looking for valuable furniture to sell in their shops, but at the same time have very selective interests, and are specialized in specific periods and styles.

If there is no interest in selling the furniture but simply in getting rid of it, then it is possible without wasting it to donate it to charitable institutions, associations with social purposes, and institutions within private enterprises, that developed social projects related to reuse markets. There are activities that collect used furniture and other objects to sell them (or give them away for free) only to people in any sort of economic straits as low income citizens, unemployed, pensioners, students, and other non-profit organization that may be in need of furniture. Some of those activities are “Spenda Bell”, “Möbelbergedorf” and “Second hand Kaufhaus” (respectively n° 3-6-7, n° 5, n° 11, fig.19).

fig.19), that collect used furniture in the form of donations, but also offer the service of clearing out the apartment (usually under compensation).

The secondhand stores “Spenda Bel” are one of the many social projects of “Einfal GmbH” a company that has been for more than “20 years operating on behalf of underprivileged low and unskilled job hunters by giving them new vocational perspectives. What started out as help to socially stabilize unemployed youths by offering them a perspective is now a diversity business placement service/personnel services organisation for and in Hamburg.”⁶⁷ Their programs include different type of training with the only purpose to provide the job seekers with skills and qualifications to expand their job opportunities. The purpose of “Spenda Bel” is to provide low-income people (such as receivers of social benefits or unemployment benefits) the possibility to acquire various goods at reasonable prices, and it gives to underprivileged low and unskilled job hunters an employment that works also as a training, while the profit from the sell of the goods is used to pay the rent of the space occupied. The range of items present in each “Spenda Bel” shop includes: clothing for women, men and children, shoes, toys, books, furniture and electrical appliances. All the goods are collected as donations from the citizens of Hamburg and “Spenda Bel” also gives the possibility to collect from home the donations, and to deliver home the purchases.

If the furniture is not worth donating, then the final option is to throw it away. In this case the choices are to bring it yourself to one of the HWRC (“Recycling Höfen”) in the city, or to call SRH and ask for the collection of bulky waste (“Sperrmüll Sammlung”). The HWRC centre in Hamburg are twelve, here can be taken bulky waste, green waste, recyclables and hazardous materials, but also glass, paper, old clothes and small electrical appliances. The bulky waste are waste from private households, which can not be crushed or fit into the

⁶⁷“Einfal GmbH.”

house dustbin, they include: furniture, empty boxes, refrigerators and other large electrical appliance. The service is provided in two forms “sprint” and “standard”, the “standard” service grants the collection up to 8 m³ of bulky waste, with a fee of 35€ for non-cash payment (bank transfer or direct debit) or 41€ cash payment on the spot. Every additional cubic meter costs 5€. Bags and boxes filled with garbage are not bulky waste, however if the citizens would nevertheless want to dispose of them along with the rest of the bulky waste, then the base-tariff for garbage collection will be applied (3€ per bag or box). Heavy or large waste (as furniture) have to be disassembled before the collection so that they can be transported by two people. If the dismantling is too complicated SRH offers to do it for 7,5 € per employee every 15 minutes. When booking the service the date of the collection is given, it is not possible to express preferences, and in relation to the period it could take weeks. The “sprint” service instead grants that the disposal of the waste will be done on the next working day after the order has been received, with an additional fee to the one of the “standard” service of 78 € and the amount of bulky waste collectable is up to maximum 10 m³.⁶⁸



Fig. 16 - Bulky Waste collection in Hamburg⁶⁹

⁶⁸“Stadtreinigung Hamburg | SRH.”

⁶⁹Stadtreinigung Hamburg, “Sperrmüll.”

However even when it enters the waste stream, the furniture could still end up on the secondhand market through the process of preparation to reuse thanks to the constitution of “Stilbruch”, a subsidiary company within SRH, responsible to manage the secondhand trade of goods that have been prepared to reuse: furniture, clothes, books, electronics and any thing else which goes through the city waste collection system and it can be reused. Indeed of the 1664 tons of items and goods prepared to reuse by the SRH in 2012, 28.625 m³ were collected through the bulky waste collection, 13358 m³ through the HWRC and 8074 m³ directly through “Stilbruch”.

Founded in 2001 under the name “Stilbruch Betriebsgesellschaft mbH” by the then head of the Service centre for private customers of SRH. The original idea was to save well-preserved pieces of furniture from the waste collection process whilst facing the issue of employing those people that are rejected by the labour market because not qualified enough or sometimes simply just too old.⁷⁰ In an interview published on the Hamburger Abendblatt by Michael Schick with Jörg Bernhard, the latter, chief responsible of “Stilbruch”, explained which are the most relevant features for the success of this activity: first of all is the full integration in the waste collection system, from the careful bulky waste collection, to the preparation to reuse in the HWRC. Careful because it works on call and with two camions: one to collect the reusable furniture and bring them directly to Stilbruch and a second one, which is a trash compactor camion, to recycle those furniture that cannot be reused. Second he likes to point out that the success of “Stilbruch” is strictly related to the motivation of its workforce. “Stilbruch” has deliberately chosen to give people with problematic professional careers a chance. Even after the abolition of the initial government funding, the company has decided to invest on the existing staff and not to replace them with higher

qualified people. The passion and commitment of their employees is cherished and appreciated more than any other qualification.⁷¹ “What began as an experiment ten years ago, has now become an economically, environmentally and socially successful company”:⁷² in 2010 the 64 employees generated 2.5 million euros in sales, from well mixed customers, from students and people with narrow household budgets to better-off citizens.



Fig. 17 - Stilbruch Wandsbek⁷³



Fig. 18 - Stilbruch Altona⁷⁴

⁷⁰Meffert, Kenning, and Kirchgeorg, *Sustainable Marketing Management*.

⁷¹Ibid.

⁷²Schuller, “Stilbruch.”

⁷³Stilbruch, “Panorama.”

⁷⁴Ibid.

Legend:

Secondhand shops:

- 1 STILBRUCH - WANDSBEK
- 2 STILBRUCH - ALTONA
- 3 SPENDA BEL ST.PAULI
- 4 MÖBELHILFE SÜDERELBE
- 5 MÖBELBERGEDORF
- 6 SPENDA BEL BILLSTEDT
- 7 SPENDA BEL WILHELMSBURG
- 8 MÖBELKELLER
- 9 KLEINMÖBELLAGER
- 10 APellos - TRÖDELBOX
- 11 SECONDHAND-KAUFHAUS
- 12 KIEFERNRAUSCH
- 13 GENBRUG

Antique and vintage shops:

- 1 ANTIQUITÄTEN CARSTEN BRUNDERT
- 2 ANTIK CENTRE
- 3 ANTIQUITÄTEN GÜNTER RUSCH
- 4 KUNSTHANDEL HELMRICH

Other Antique and Flea markets:

- 5 ANTIKMARKT AUF DEM GÄNSEMARKT
- 7 ANTIKMARKT im QUARREE EKZ
- 8 ANTIKMARKT GALERIE BRAMFELD
- 4 FLOHMARKT im ALSTERTAL
- 5 ANTIK u. FLOHMARKT ZUR ALTONALE 17
- 6 FLOHMARKT EPPENDORFER STRAßENFEST
- 9 FLOHMARKT: SCHÄTZE ANS LICHT
- 10 FLOHMARKT BILLSTEDT CENTRE
- 13 FLOHMARKT DAT UHLENFEST
- 14 FLOHMARKT EPPENDORFER STRAßENFEST
- 15 FLOHMARKT GROßNEUMARKT
- 16 FLOHMARKT HOHELUFTHAUSEE
- 17 FLOHMARKT KULTUR
- 18 FLOHMARKT AM TURMWEG
- 19 FLOHMARKT NACHBARSCHAFT HERTHAST.
- 22 FLOHMARKT ANWOHNER GRELCKSTRABE

Household Waste Recycling Centre:

- 1 HARBURG
- 2 NEUGRABEN-FISCHBEK
- 3 ST. PAULI
- 4 OSDORF
- 5 BAHRENFELD
- 6 NIENDORF
- 7 HUMMELSBÜTTEL
- 8 STEILSHOOP
- 9 SASEL
- 10 TONNDORF
- 11 BILLSTEDT
- 12 BERGEDORF

Public Workshops:

- 1 OFFENE METAL- HOLZWERKSTATT
- 2 BAUER+PLANER
- 3 FRAUENHANDWERKSTATT
- 4 HONIGFABRIK

Main Antique markets:

- 1 ANTIK u. VINTAGE MARKET KAMPNAGEL
- 2 ANTIK MARKT LANGE REIHE
- 3 ANTIK MARKT LANGE REIHE - STRAßENFEST
- 6 ANTIKMARKT COLONNADEN COLLECTORS
- 9 ANTIKMARKT PÖSELDORF CENTRE

Main Flea markets:

- 1 FLOHDOM TRABRENNBAHN
- 2 FLOHDOM RENNBAHNSTRABE
- 3 FLOHMARKT BRAMFELD
- 7 FLOHSCHANZE
- 8 FLOHMARKT MESSEHALLEN
- 11 FLOHMARKT: HAW - HALLENFLOHMARKT
- 12 ANTIK u. FLOHMARKT KAMPNAGEL
- 20 FLOHMARKT u. STADTTEILTREFF
- 21 FLOHMARKT DRINNEN UNA DRAUßEN
- 24 FLOHMARKT EIMSBÜTTEL ANWOHNER

- 23 FLOHMARKT BUNTE MEILE
- 25 FLOHMARKT EPPENDORF
- 26 FLOHMARKT SPIELBUDENPLATZ
- 27 GROßER FRÜHLINGSFLOHMARKT
- 28 FLOHMARKT EIMSBÜTTEL
- 29 FLOHZINN im MÄRZ
- 30 FLOHMARKT HANDELSHOF
- 31 FLOHMARKT REWE im TONDO
- 32 FLOHMARKT ROLLER PARKPLATZ
- 33 FLOHMARKT in der FABRIK
- 34 FLOHMARKT E-CENTER GILLERT
- 35 FLOHMARKT EDEKA MEYER
- 36 FLOHMARKT EKZ BERLINER PLATZ
- 37 FLOHMARKT EKZ SCHREYERRING
- 38 FLOHMARKT HORNBACH BAUMARKT
- 39 FLOHMARKT LANGENHORN NORDERSTEDT
- 40 FLOHMARKT P+R - OHLSDORF

- 41 FLOHMARKT P+R BERNE
- 42 FLOHMARKT SELGROS NORDERSTEDT
- 43 FLOHMARKT SELGROS ÖJENDORF
- 44 FLOHMARKT STILL
- 45 FLOHMARKT IMMENHOF
- 46 FLOHMARKT HANSAPLATZ
- 47 FLOHMARKT OSTERFELDSTRABE
- 48 FLOHMARKT EDEKA CENTER - EIDELSTEDT
- 49 FLOHMARKT FAMILIA STEILSHOOP
- 50 FLOHMARKT IKEA - MOORFLEET
- 51 FLOHMARKT MARKPLATZ LANGENHORN
- 52 FLOHMARKT METRO - HARBURG
- 53 FLOHMARKT METRO - NIENDORF
- 54 FLOHMARKT EDEKA CENTER - BRAMFELD
- 55 FLOHMARKT HAUNI
- 56 FLOHMARKT IKEA - SCHNELSEN
- 57 FLOHMARKT METRO - RAHLSTEDT

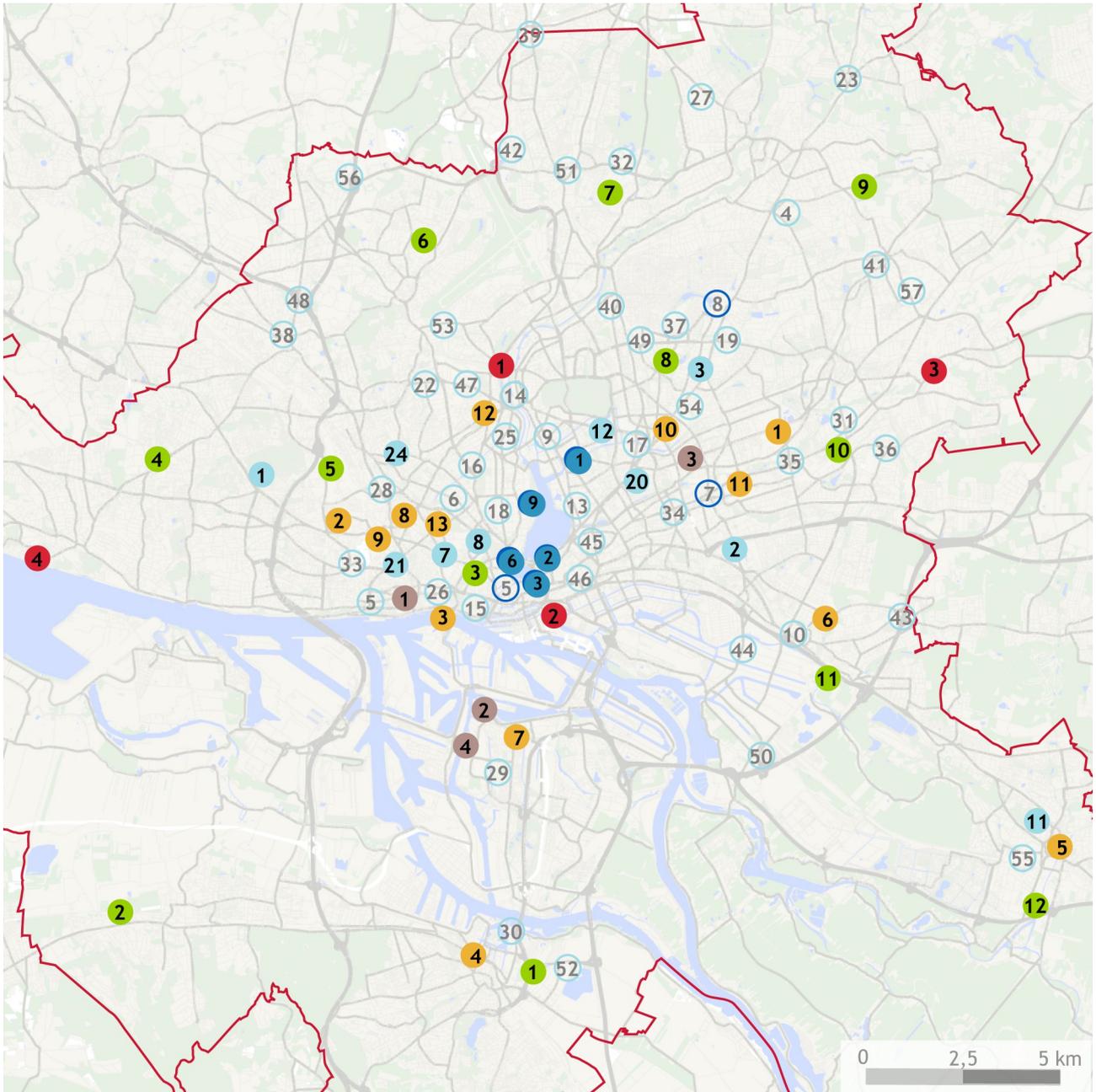


Fig. 19 - Map of the activities that give the possibility to the citizen to get rid of their old furniture in Hamburg

Looking for reused furniture:

To purchase used furniture at affordable prices, charity shops, social cooperatives, associations, the preparation to reuse centres managed by the local city cleaning agency (“Stilbruch”), and of course the flea markets are the places to look for. Sometimes they can also provide with an additional cost the transportation at home of the furniture bought.

Flea markets are in Germany one of the most developed form of commerce for secondhand items. From the point of view of the visitors a flea market can be attractive for numerous reasons: the private nature of the trade, the haggle over the price, to simply stroll through the market, to chat or to have proper discussions with other visitors and sellers. In Hamburg there are some regular famous scheduled flea markets, either weekly as “Flohschanze” (n°7, fig.24) and the two “Flohdom” (n°1 and n°2, fig.24) or yearly as the “Messehallen Winterflohmarkt” (n°8, fig.24), but also plenty of irregular minor ones. Although secondhand furniture can be found at flea markets, it is not that common. Many of the secondhand flea markets in Hamburg have no people selling furniture, of course this could change from occasion to occasion, but since furniture is not easy to manage and arrange the flea markets with the highest chance to have furniture are the most frequent one, the one where is rather cheap to reserve a spot and those easy to access by car. At antique and vintage markets instead furniture are almost a must. Often the visitors have to pay an entrance, the vendors are usually professional traders, and those visiting have much more specific interests than the one at flea markets and the furniture that can be found here is of specific styles and periods antique and vintage and most of the time also renovated.

“Flohschanze” is one of the most characteristics antique and flea market of Hamburg located in one of the most characterized area of the city: the “Schanze Viertel”. It is managed by the organization “MarktKultur Hamburg”,

which manages, plans and keeps implementing different flea and antique markets in the city since 1995.⁷⁵ Beside its position and its popularity this market is so peculiar because it manages to blend the variety and uniqueness of flea market with the class and value of an antique market. Much of the merit goes to the organizers and their decision to mix flea and antique, and to the space itself, which when does not guests the market, it is a lived pedestrian square with bars, clubs, shops and offices, most of which are open also on saturday. The range of goods that can be found is really wide: used bicycles, clothes, kitchen appliances, car batteries, furniture from different decades secondhand, antique, vintage and also restored, books, jewellery, food, military artefacts and much more. The market is open either to professional and non professional sellers and although the space is carefully regulated, during spring and summer it is so jammed with visitors and sellers that there may be some people occupying the areas on the borders of the market, simply laying cloth on the floor and their belongings on top of it, while all the vendors within the market area have tables, stands, or even small gazebos.

The range of activities that sell used furniture in Hamburg can be divided in three groups in relation to the targeted clientele. There are activities not accessible by all the citizens, as “Spenda Bel”, “Möbelhilfe Süderelbe”, “Möbelbergedorf”, “Möbelkeller” and “Kleinmöbellager”(respectively n°3-6-7, n°4, n°5, n°8 and n°9, fig.24) because created as a service to those facing economic difficulties and opened to the trade only to people that can certify their status of low income individuals. There are activities that sell a whole variety of secondhand or vintage items and furniture are presents only in few pieces, those are for instance “Genbrug” and “Zinnober” (n°13 and n°16, fig.24). And last there are all those activities that specialized in specific sectors: from those trading only

⁷⁵“MarktKultur Hamburg.”

reused office furniture (“Get it used” n°15, fig.24), to those specialised in specific styles, construction technique, or even periods as “Kiefernrausch” (n°12, fig.24) whose owner sells and renovates secondhand furniture made of hardwood and with simple and plain designs, and to all the shops specialized in antique furniture.



Fig.20 - Flohschanze



Fig.21 - Flohschanze, market areas

TYPE	PRICE per m
Stands less than 1,5 m deep	10 €
Stands 2 m deep	12 €
Gazebo or covered stands	20 €

Fig.22 - Flohschanze, prices

The activities upcycling furniture instead are not very frequent, of the four ones identified, one is an art gallery “Shrine Art” (n°4, fig.23) where the upcycled furniture is made either in the form of sculpture or functional furniture, one is an activity developed only on the internet “Möbel Verrückt” (n°1, fig.23), one upcycles only beer barrel to make small cabinet “Lockengelöt” (n°3, fig.23) and the last one, “Entwurf Direkt” (n°2, fig.23), which creates furniture (mostly little cabinet, or dressers) using only old drawers. The last mentioned activity was established in 2001 from the desire to create a multifunctions space from art studio to shop, exhibitions and lectures centre.

To conclude also public workshops are an interesting instrument to find a new life in our own old furniture, to get rid of the old without giving or throwing it away. As for anything else in the secondhand world, the reason dragging people towards those solutions, can be extremely variegated. Self-restoring, repairing and upcycling furniture can be done for economic reason, for a choice of life style, for personal interests and passion, for desire to learn, because its trendy, or because its fun. Whatever the reason is, public workshop give the chance to every citizen to access instruments and tools to work wood, metal and other materials, that people cannot do at home.



Fig.23 - Entwurf Direkt - stylization of the shop⁷⁶

⁷⁶Entwurf Direkt, “Home.”

Legend:

Secondhand shops:

- 1 STILBRUCH - WANDSBEK
- 2 STILBRUCH - ALTONA
- 3 SPENDA BEL ST.PAULI
- 4 MÖBELHILFE SÜDERELBE
- 5 MÖBELBERGEDORF
- 6 SPENDA BEL BILLSTEDT
- 7 SPENDA BEL WILHELMSBURG
- 8 MÖBELKELLER
- 9 KLEINMÖBELLAGER
- 10 APELLOS - TRÖDELBOX
- 11 SECONDHAND-KAUFHAUS
- 12 KIEFERNRAUSCH
- 13 GENBRUG
- 14 HAMBURGS KLEINSTES KAUFHAUS
- 15 GET IT USED
- 16 ZINNOBER

Antique and vintage shops:

- 1 ANTIQUITÄTEN CARSTEN BRUNBERT
- 2 ANTIK CENTRE
- 3 ANTIQUITÄTEN GÜNTER RUSCH
- 4 KUNSTHANDEL HELMRICH
- 5 ANTIQUITÄTEN, KUNST, SAMMLUNGEN
- 6 ANTIK RETTER HAMBURG
- 7 D'OR
- 8 WIRTSCHAFTSWUNDER-WELT

New Design/Upcycling shops:

- 1 MÖBEL VERRÜCKT
- 2 ENTWURF DIREKT
- 3 LOCKENGELÖT
- 4 SHRINE ART

Public Workshops:

- 1 OFFENE METAL- HOLZWERKSTATT
- 2 BAUER+PLANER
- 3 FRAUENHANDWERKSTATT
- 4 HONIGFABRIK

Main Antique markets:

- 1 ANTIK u. VINTAGE MARKET KAMPNAGEL
- 2 ANTIK MARKT LANGE REIHE
- 3 ANTIK MARKT LANGE REIHE - STRAßENFEST
- 4 ANTIKMARKT ALSTERTAL
- 5 ANTIKMARKT AUF DEM GÄNSEMARKT
- 6 ANTIKMARKT COLONNADEN COLLECTORS
- 7 ANTIKMARKT im QUARREE EKZ
- 8 ANTIKMARKT GALERIE BRAMFELD
- 9 ANTIKMARKT PÖSELDORF CENTRE

Main Flea markets:

- 1 FLOHDOM TRABRENNBAHN
- 2 FLOHDOM RENNBAHNSTRASSE
- 3 FLOHMARKT BRAMFELD
- 7 FLOHSCHANZE
- 8 FLOHMARKT MESSEHALLEN
- 11 FLOHMARKT: HAW - HALLENFLOHMARKT
- 12 ANTIK u. FLOHMARKT KAMPNAGEL

Other Antique and Flea markets:

- 4 FLOHMARKT im ALSTERTAL
- 5 ANTIK u. FLOHMARKT ZUR ALTONALE 17
- 6 FLOHMARKT EPPENDORFER STRAßENFEST
- 9 FLOHMARKT: SCHÄTZE ANS LICHT
- 10 FLOHMARKT BILLSTEDT CENTRE
- 13 FLOHMARKT DAT UHLENFEST
- 14 FLOHMARKT EPPENDORFER STRAßENFEST
- 15 FLOHMARKT GROßNEUMARKT
- 16 FLOHMARKT HOHELUFTHAUSEE
- 17 FLOHMARKT KULTUR
- 18 FLOHMARKT AM TURMWEG
- 19 FLOHMARKT NACHBARSCHAFT HERTHAST.
- 20 FLOHMARKT u. STADTTEILTREFF
- 21 FLOHMARKT DRINNEN UNA DRAUßEN
- 22 FLOHMARKT ANWOHNER GRELCKSTRASSE
- 23 FLOHMARKT BUNTE MEILE

- 24 FLOHMARKT EIMSBÜTTEL ANWOHNER
- 25 FLOHMARKT EPPENDORF
- 26 FLOHMARKT SPIELBUDENPLATZ
- 27 GROßER FRÜHLINGSFLOHMARKT
- 28 FLOHMARKT EIMSBÜTTEL
- 29 FLOHZINN im MÄRZ
- 30 FLOHMARKT HANDELSHOF
- 31 FLOHMARKT REWE im TONDO
- 32 FLOHMARKT ROLLER PARKPLATZ
- 33 FLOHMARKT in der FABRIK
- 34 FLOHMARKT E-CENTER GILLERT
- 35 FLOHMARKT EDEKA MEYER
- 36 FLOHMARKT EKZ BERLINER PLATZ
- 37 FLOHMARKT EKZ SCHREYERRING
- 38 FLOHMARKT HORNBACH BAUMARKT
- 39 FLOHMARKT LANGENHORN NORDERSTEDT
- 40 FLOHMARKT P+R - OHLSDORF

- 41 FLOHMARKT P+R BERNE
- 42 FLOHMARKT SELGROS NORDERSTEDT
- 43 FLOHMARKT SELGROS ÖJENDORF
- 44 FLOHMARKT STILL
- 45 FLOHMARKT IMMENHOF
- 46 FLOHMARKT HANSAPLATZ
- 47 FLOHMARKT OSTERFELDSTRASSE
- 48 FLOHMARKT EDEKA CENTER - EIDELSTEDT
- 49 FLOHMARKT FAMILIA STEILSHOOP
- 50 FLOHMARKT IKEA - MOORFLEET
- 51 FLOHMARKT MARKPLATZ LANGENHORN
- 52 FLOHMARKT METRO - HARBURG
- 53 FLOHMARKT METRO - NIENDORF
- 54 FLOHMARKT EDEKA CENTER - BRAMFELD
- 55 FLOHMARKT HAUNI
- 56 FLOHMARKT IKEA - SCHNELSEN
- 57 FLOHMARKT METRO - RAHLSTEDT

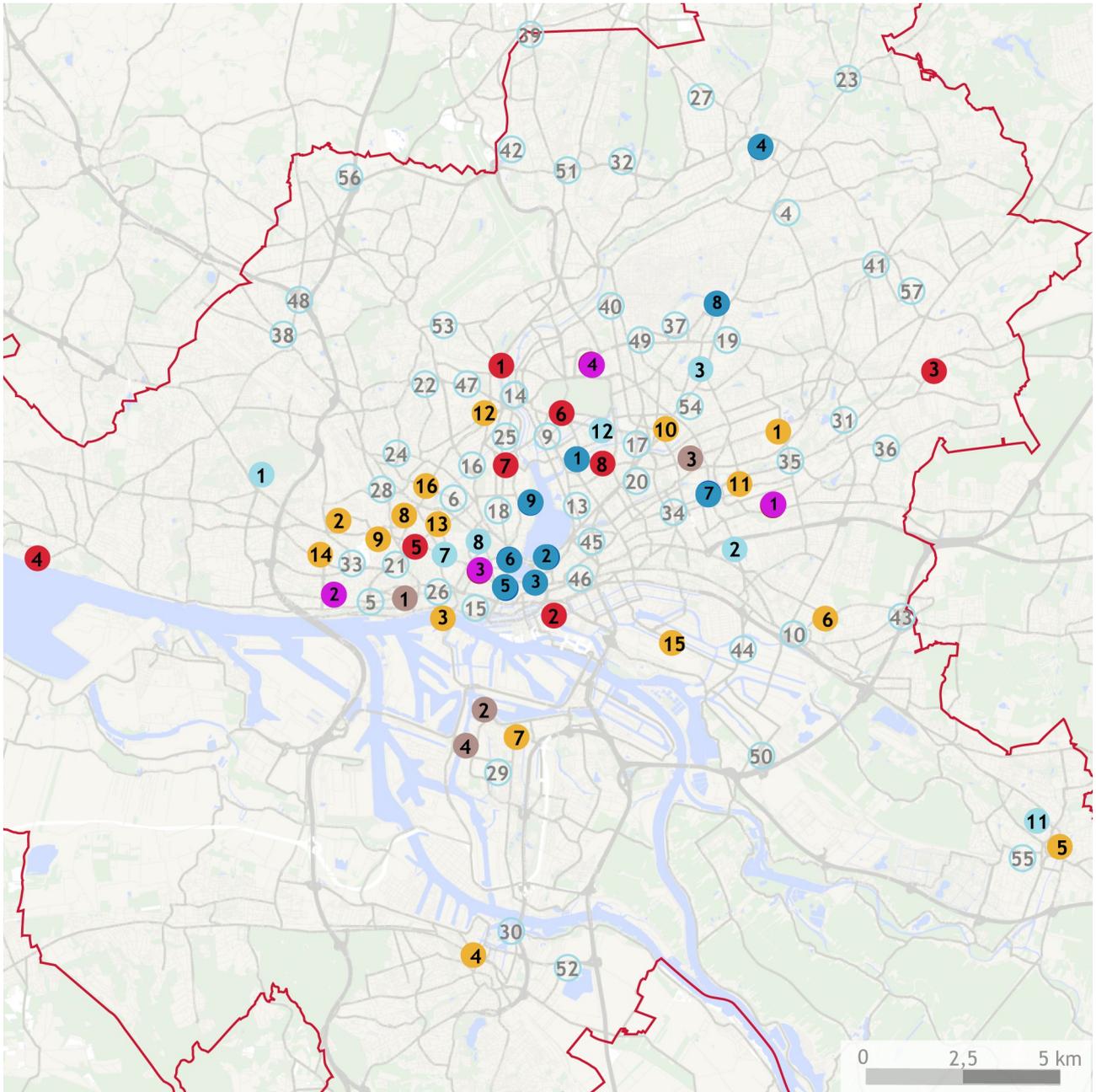


Fig. 24 - Map of the activities that give the possibility to buy second hand, antique, vintage and upcycled furniture in Hamburg

Territorial considerations:

Between all the practices related to secondhand, reuse, preparation to reuse and furniture, Hamburg counts over hundred activities, of these more than half are flea markets. To be more specific there are fifty-seven different locations around the city where flea markets take place during a year, of these forty-five are held less than four times a year and mostly during summer, three once a month, three once a week and only one twice a week.

FREQUENCY	MARKETS
Once a YEAR	10
Twice a YEAR	10
3 times a YEAR	1
4 times a YEAR	24
5-10 times a YEAR	5
Once a MONTH	3
Once a WEEK	3
Twice a WEEK	1
463 flea markets in one year	

Fig. 25 - Flea markets' frequency in Hamburg

The antique markets instead take place only in nine different locations in the city, of which five are in the city centre and around the lake, while the most frequent one is held not more than seven times a year.

Nevertheless the frequency is not necessary meaningful in defining the relevance of a market. "Messehallen Winterflohmarkt" takes place only twice a year, at the beginning and at the end of winter in three of the Hamburg Messehalle, and judging by the number of people enrolling to sell, by the variety of goods and by the mass of visitors from all over the city (even if there is an entrance fee), it is clear that this is a market that counts on a wider spectrum than simply that of its own surrounding area. While on the other hand the flea market "Flohmarkt Bramfeld" and also "Flohdom

Rennbahnstraße" although organized every weekend are not as known and appreciated by a general public (vendors and visitors,) they are more part of a neighbourhood experience. Essentially the frequency of a market alone is not sufficient to understand its extension and main characterization. To fully understand and describe the reality of flea and antique markets other features, as their location in the city, who organizes them, their dimension, their cost and their reachability were crossed referenced, and to stand out as the most descriptive of all of them was the identification of the organizer. In Hamburg there are at least twenty-one different flea and antique markets organizers each one with its own identity and modus operandi.

ORGANIZER	FLEA	ANTIQUE
Menschen & Märkte Veranstaltungen	14	
Hochberg-flohmarkt	13	
Marktkultur	6	2
Aktuell Veranstaltungen	3	
Alstermediateam	2	6
Bergmanngruppe	2	
Kreaktiva GmbH	2	
Kulturhaus Eppendorf	2	
Mediali GmbH	2	
Barmbek-basch	1	
Brakula - Kultur im Brandfeld	1	
Bürgerverein vor dem Dammtor	1	
Eimsbüttel Anwohner	1	
Fabrik Kultur Zentrum	1	
Goldbekhaus	1	
Haus-Drei	1	
Heimatring Bergstedt e.V.	1	
Melan macht Märkte GmbH	1	
Spielbudenplatz BmbH	1	
Wilhelmsburger Zinnwerke	1	
InterAntik GmbH		1

Fig. 26 - Flea and antique markets' organizers in Hamburg

Their uniqueness is based on the type of vendors they are open to, the dimension of the market itself, the control they exercise on the trades, the population they are trying to target and of course the image and perception they want to transmit to the visitors and vendors. Some of them have strong similarities as “Menschen & Märkte Veranstaltungen” and “Hochberg-flohmarkt” which between them organize more than the forty percent of the flea market in the city, all located in non central areas, and intended for the people living in the neighbourhood either sellers or visitors. Others instead try their best to create unique environments of curiosity, festivity and fashion to attract people from all over the city looking for this peculiar type of experience, as “Marktkultur” which organizes flea, vintage and antique markets (for instance “Flohschanze”), mostly close to the city centre or to neighbourhood with strong artistic connotations. The one time organizers instead can be divided between those which are neighbourhood associations (“Brakula”, “Bürgerverein vor dem Dammtor”, “Eimsbüttel Anwohner”, “Haus-drei”, “Goldbekhaus”, “Fabrik Kultur zentrum”, “Heimatrig Bergstedt” and also “Wilhelmsburger Zinnwerke”) organizing the flea market for and with their district and those (as “Bergmannsgruppe”, “Spielbudenplatz” and “Melan machte Märkte GmbH”) that instead aim to a larger public.

Of the rest of the activities trading reused furniture (secondhand shops, antique or vintage shops, public workshop and upcycling activities) more than half (either secondhand and antique) trades exclusively or mainly furniture, however not necessarily these are also the one with the largest variety of it. Of the sixteen shops trading secondhand furniture half collects them or receives them through donations, while the rest either buys them or gets them through waste collection and preparation to reuse. Two third of these activities are businesses (all the antique, vintage and upcycling shops and some of the secondhand ones), one fourth are non-

profit associations (all the public workshops) or private companies developing social projects (most of the secondhand activities) and less than a tenth are preparation to reuse centre (the two “Stilbruch” branches) managed by a state agency.

Each and everyone of these features can be interesting and useful to describe the entity of the reused furniture economy and its extension in the city. Having so many activities specialized in the trade of furniture (and not only relating it to other goods as books, or clothes, which are even more common) can be considered a sign that there is a stabile market of these goods, and that it is a rather common practice to purchase secondhand furniture. It is also interesting to notice that there is a relation between the type of activity (fig.27) and their location in the city, or the neighbourhood they were developed.

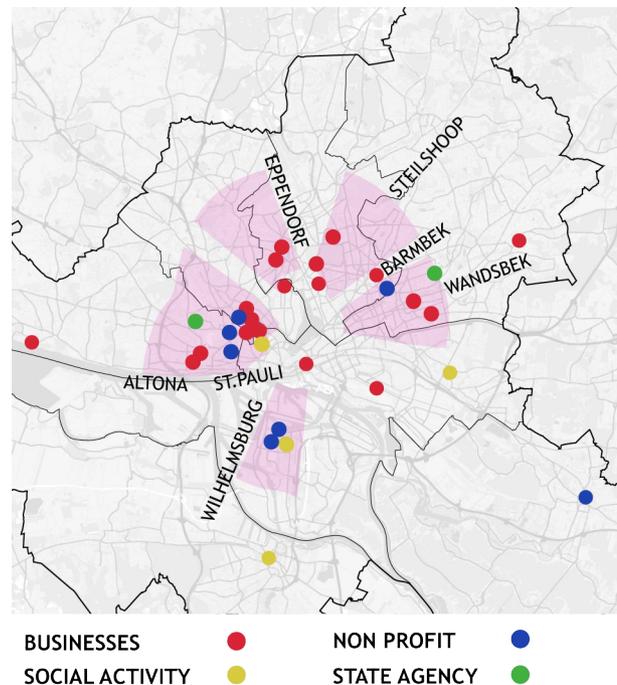


Fig. 27 - Type of activity (in relation to the location)

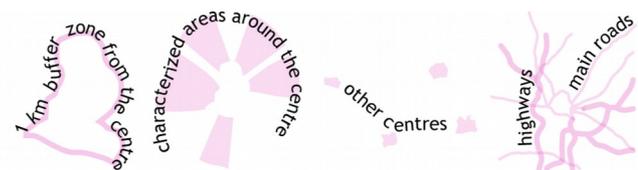
In particular is interesting to notice how five of the seven non-profit activities are divided between the neighbourhood of St.Pauli and Wilhelmsburg, while the neighbourhood of Eppendorf has exclusively businesses. These observations inspired further research on the relation between the features of the activities and their location in the city.

In the four following figures (fig.28) is possible to recognize through the concentration of activities, specific areas and neighbourhoods: the top left and right figures represents respectively a buffer zone of one kilometre around the centre of Hamburg, and those areas surrounding the centre known for very specific characteristics. The bottom left and right figures instead represent those others town or centres within the border of the city state of Hamburg, and the connection between the main infrastructures system (as highway and motorway) and the large furniture retailer (not retailer of secondhand furniture, but retailer of low-cost new furniture).

The first thing that can be noticed is the distribution of the antique markets and the antique and vintage shops, which is extremely central, either in the centre of Hamburg or in the other centres (“Blankenese”, “Rahlstedt”). In the first map on the top left side of the page, is clear how within the buffer zone of one kilometre from the centre with the only exception of some flea market, the rest of the activities are all related to the trade of antique furniture. At least for what concerns the antique markets the location in the city is a matter of authorization, and closer the activity is to the centre and the surroundings of the Alster (lake), higher are the quality and aesthetic standards required in order to bequeath a specific impression of the city to

those visiting, indeed none of the businesses in this area related to secondhand or upcycling, giving up the possible roughness and characteristic mess of a secondhand market for a more organized and economically valued antique and vintage market.

The top right figure (as well as fig.27) shows the trend and tendency of other neighbourhood to attract specific activities. Between the five areas recognized there are two which especially stand out: Altona Altstadt/St.Pauli and Wilhelmsburg. Altona Altstadt (old city) is one of the quarter of the “Altona Bezirk” (district), while St.Pauli is a quarter of the “Mitte Bezirke” (central district). These two areas are adjacent one to another, both well known for their alternative and artistic styles, and have the highest concentration and variety of secondhand related activities in the whole city. Moreover it should not surprise that St.Pauli is the area with the most non-profit activities (fig.27), receiving furniture through donation and redistributing them for free or under extremely convenient prices, since in it is history it was one of the poorest areas, with a lot of prostitution and sailors waiting to be deployed somewhere else, and still today the signs of this past are visible, since it is an area where various occupied buildings can be found and it is also the location of the entertainment and red-light districts. On the other hand one of the main features of the neighbourhood of Wilhelmsburg is to be an ethnically mixed. Here are two of the four public workshop mapped in the entire city of Hamburg both non profit organizations and the only existing secondhand shop (for furniture) is one of those activities accessible only by low income individuals and collecting furniture through donation.



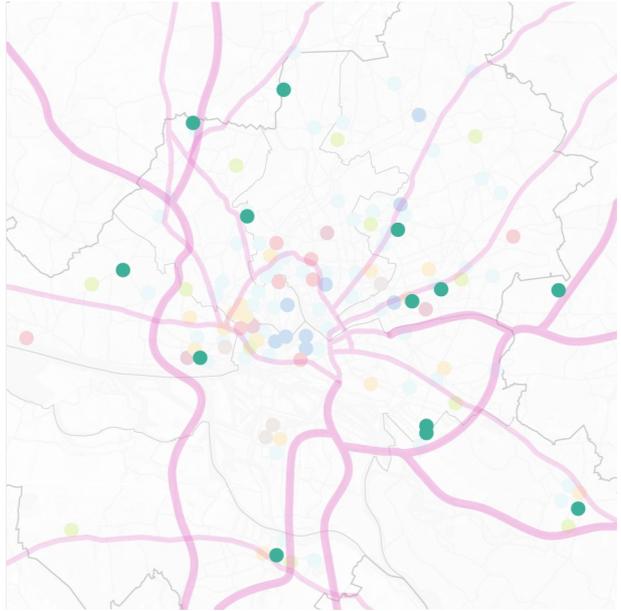
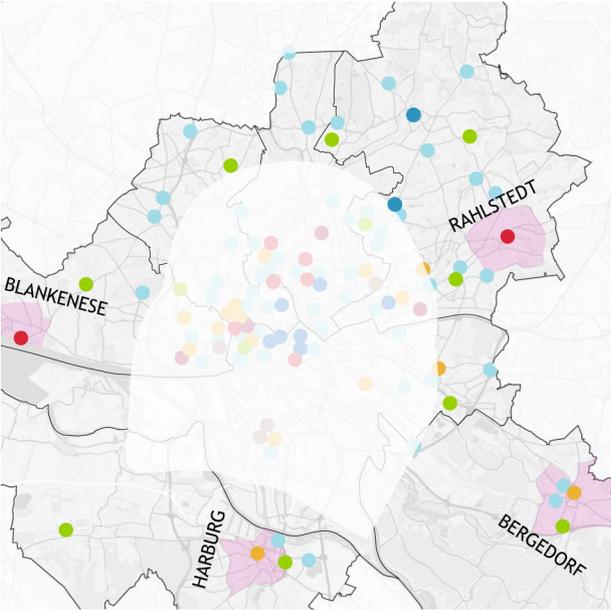
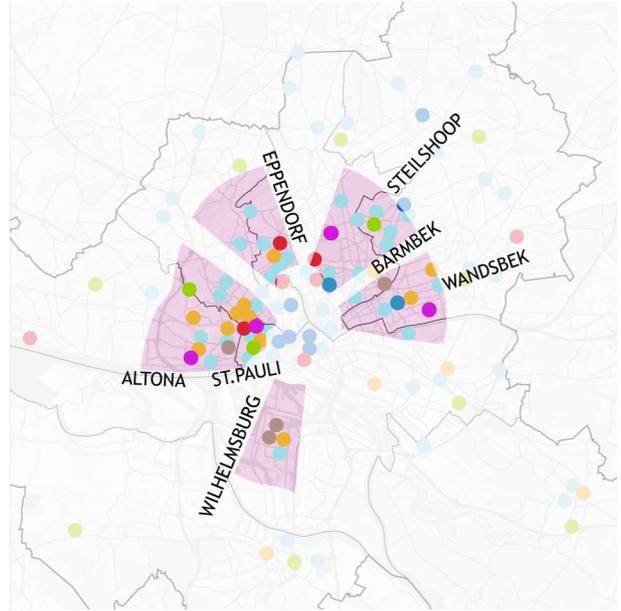
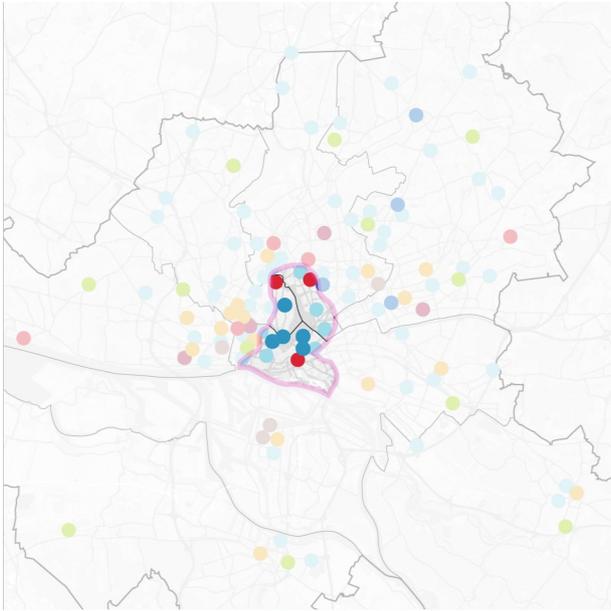


Fig. 28 - Location analysis

3.3 Dispose, collect and purchase furniture in Milan

Following a report of the chamber of commerce of Milan, the Italian businesses that sell secondhand items in 2008 were at least 2000 as a result of a sudden growth during the last decade, only in Milan the number of activities selling secondhand products went from 180 to 257.

Getting rid of unwanted furniture:

One of the most diffuse and immediate way to approach the sell of something that is not wanted anymore is through the internet. There are countless websites creating online community where the exchange of used goods is possible, either for free or under payment, although many of those website do not have a high presence of furniture (mostly because of the problematic related to its transportation). That is why those websites that incentivize the giving away for free, with the only condition that who is interested in the pieces will arrange the transportation himself (for instance, in Italy, there are different web pages named “Te lo regalo se vieni a prenderlo” - I will give it to you if you come and get it - created on some of the most popular social networks. However as much as practical and fast this solution can be there are still a lot of difficulties and impediment related to its use. Because of that in Via Piero della Francesca n°20 some years ago opened “Vendiamolo.it” an activity based on helping people sell their used goods on eBay, managing everything from the insertion to the entire selling process.

Many citizens (as well as companies and office spaces) do not have the time to manage directly the trade, and they could be more willing to dispose of their furniture through an indirect sale. There are plenty of shops and business that work with the formula of intermediation between individuals, where the goods that are sold are provided by private citizens (not bought from them) and the profit is split between the owner and the intermediary. With this type of sale the owners maintain

a role and the opportunity to change his mind about the objects and have them returned, and they have the right to do it until the minute it is sold to the new proprietor and it has entered its second life. One of the few obligation of this type of trade is that the furniture that is put for sale has to be in great condition and ready to be sold, if it needs to be repaired or even simply cleaned, the retailer has the liberty to chose, refuse and select only the ones that he considers saleable.

In Italy (and therefore also in Milan) there are two strong franchising of store for secondhand goods on consignment: “Mercatino s.r.l.” (n°9 and n°10, fig.37) and “Mercatopoli” (n°11, fig.37). Their success is due to their ability to guarantee a working system created ad hoc, well-experienced logistics, web support, advertising and the choice of the location. However beside those three activities in Milan there are at least other thirteen secondhand shops of which eleven are working on consignment. The advantages of secondhand shops working on consignment over the ones buying and selling secondhand goods, is the flexibility and the possibility to mend mistake made in the choice of the products to sell. Often the selection is done by personal taste, experience and trends, but trends can change (mostly in a fashionable city as Milan) and personal tastes can not reflect the one of the clientele, but with experience both these criteria can be refined.

“Di Mano in Mano” is the only social enterprise and cooperative mapped in Milan using the trade of secondhand goods to sustain their social projects (employment of disadvantaged people). Founded on the experience of the community of Villapizzone and the association “Mondo di Comunità e Famiglia”, where a group of families used the clearing out of apartments and the reuse and recycle of the objects and materials collected to self-finance their project of care for young and adult individuals facing some sort of disadvantage. The cooperative today is trying to manage the project and the activity with a more professional approach

without, however, losing the social responsibility and economic sustainability of the enterprise. With two branches one in Milan and the other in the municipality of Cambiago “Di Mano in Mano” offers services of clearing out of entire flats, houses, attics, and offices with the possibility to do it for free in case the value of the items collected covers the expenses; restoration expertise and also home delivery. The objects collected go from all sort of furniture (modern, vintage and antique) to book, shoes, clothes and plenty of other items (cameras, glasses, lamps, etc.).⁷⁷



Fig.29 - Di Mano in Mano, entrance



Fig.30 - Di Mano in Mano, inside

If the furniture owned has some value on the antique and vintage market it would be more appropriate to try and sell it to one of the antique or vintage shops that buy furniture. However even if the majority of antique and vintage shops in Milan either buy and/or sell furniture (since acquiring ownership of the objects that they plan to sell gives them the freedom to intervene on it either restoring them or providing any sort of work) “Mercatino Penelope” (Antiques and Vintage shops n°1, fig.37) works on consignment. Gianni e Marco opened four year ago shortly after realizing that their passion for vintage furniture ('30 - '70) could became a proper activity, indeed they observed that at flea and antique markets their target furniture was underestimated, while in specialized shops was overestimated. They cherish being different and unique and they do not have a specific target other than those interested in their period of specialization. In the past the pile up style with which many secondhand stores were furnished, represented a trend, the idea of having to spend time searching, looking and moving stuff was part of the charm of those activities, while today it is a choice made in relation to the type of clientele expected.



Fig.31 - Mercatino Penelope, inside (left) and entrance (right)

⁷⁷“Di Mano in Mano.”

The flea markets in Milan are only six, all open to the entire population, although only “Festival Park” does not require to be associated to those organizing the market. Between all of them, beside “Fiera di Sinigaglia” (n° 5, fig.37) which at the time of the visit had a couple of stands selling antique and renovated furniture, the only other flea market with some stands selling furniture of various dimensions is “Mercatino dell'usato” (n° 1, fig.37) close to Piazza Tirana in a residual area on the side of the train station of San Cristoforo property of Ferrovie dello Stato (Italian Railway) This market is not the largest but it definitely is the better known. In the last few years it was moved often, first to Porta Genova and later to Piazza Tirana. When in Porta Genova it was often mistaken with the, at the time, more famous “Fiera di Sinigaglia” (the first was on Sunday while the second on Saturday), soon however the role sort of inverted. “Fiera di Sinigaglia” is still renowned, and since it was moved on Ripa di porta Ticinese (in October 2014), always close to Porta Genova, but along the canal Naviglio Grande, the organizer decide to try and shift into a more organized and ordered flea and antique market with stands selling antique or vintage goods, fewer with actual secondhand items, and some with new or never used products, and to have professional or non professional sellers, but all registered and associated to the organization “Fiera di Sinigaglia”, which created an extremely stable situation with almost no variety of sellers between different weeks. “Mercatino dell'usato” in Piazza Tirana instead organized by the associations “Piccoli Antiquari Ambrosiani” kept the typical characteristics of a secondhand market, where all the vendors must be non professional, the variety of products is very large which changes from week to week together with the vendors, and the items sold are exclusively of a secondhand nature (no new items are even allowed).



Fig.32 - Fiera di Sinigaglia



Fig.33 - Fiera di Sinigaglia, market area



Fig.34 - Mercatino dell'usato

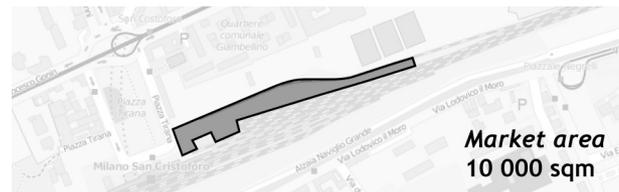


Fig.35 - Mercatino dell'usato, market area

Public workshop in Milan are often managed by non-profit associations with the scope to explore and provide the possibility to “do it yourself” and to prevent the production of waste in their neighbourhood, they may also organize courses and provide expertise on the use of the different tools and advise on the best technique that should be used or on ideas for the restyling design. Both “Laboratorio Pubblico Terra del Fuoco” in the north of Milan (Workshop n°1, fig.37) and “Bricheco” close to the centre of Milan (Workshop n°2, fig.37) are managed by non-profit associations (the first one by “Legambiente” a national non-profit association for the protection of the environment), while “Rigeneriamo” (Workshop n°3, fig.37) is a project founded by “Cariplo foundation”, promoted by “Oikos Institut” (an ONG that deals with sustainable development and environment) in partnership with the cultural association “STREETSTUDIOevents”, observed by “Ingegneria Senza Frontiere”, that has the task to evaluate and quantify the environmental benefits brought by this project to the city and supported by the artist Manuel Felisi who has provided a physical location for the project in the form of its own studio.⁷⁸

Of all the different options that the citizens can find to get rid of furniture, to throw it away is probably the easiest one, the one that requires less thinking and searching. The municipal department responsible for the management of the waste collection and disposal in Milan is AMSA (Azienda Municipale Servizi Ambientali - municipal agency for environmental services). The Bulky waste collection service is offered to citizens for free (within some limits, and with a fee if the collection has to be done from the apartment itself and not from the street) and can be booked online; furniture (beds, wardrobe, table, chair, sofa etc.) is considered bulky waste along with WEEE, and other objects as mattresses and big indoors plants. The limits imposed for the

⁷⁸Rigeneriamo, “IL PROGETTO.”

collection home-to-home of such waste are that each piece should have a weight inferior to 200 kg, there should be not more than 8 pieces (5 chairs are considered as one piece only), the longest side should be inferior to 2,5 metre and it is not possible to book the service more than once a month per user. The waste collected would be then be transported to the HWRC where they will be properly disposed, either by recycling the materials or if not recyclable shipping them to one of the 4 incinerator of the Province of Milan. Although every citizens is allowed to bring its bulky waste to every HWRC in the city (there are a total of five centres) the bulky waste from the house-to-house collection are all transported to the HWRC of via Riccardo Lombardi (Muggiano), where the waste are selected and dismantled to obtain wood, iron, plastic, paper and cardboard and recycle them properly.⁷⁹ The fact that the city disposal of all the furniture that is given in, consists in disassembling it and eventually recycle the material of which it was made of, does not appraise its potential; indeed the quantity and quality of furniture that convey at the HWRC is extremely heterogeneous and often still with a use.



Fig.36 - Bulky Waste collection⁸⁰

⁷⁹“AMSA | Gruppo A2A.”

⁸⁰AMSA, “Raccolta Ingombranti.”

Legend:

Secondhand shops:

- 1 ALEX E STEFI IL MERCATINO DELL'USATO
- 2 CENTRO RISPARMIO ARREDAMENTI
- 3 AL MERCATINO TRA NOI E VOI
- 4 BLITZ BOVISA
- 5 DEJAVU
- 6 DI TUTTO DI PIU'
- 7 IL MERCATINO DI MILANO
- 8 IN e OUT USATO DA USARE
- 9 MERCATINO
- 10 MERCATINO
- 11 MERCATOPOLI
- 12 PROPS DELL'USATO OUTLET
- 13 DI MANO IN MANO
- 14 ASA MILANO
- 15 MERCATINO BADDARO'
- 16 QUARTO IN TRANSIZIONE - SCIORÙM

Antique and vintage shops:

- 1 MERCATINO PENELOPE
- 2 CURIOSITA' D'ALTRI TEMPI
- 3 ANTICHITA' SAN MARCO
- 4 GHILLI ANTICHITA'
- 5 MILÀN & ANTIQUES
- 6 PALAZZO TORLO ANTIQUARIO
- 7 SABRINA GRAMEGNA
- 8 CAVALLI E NASTRI (Olivinta)

Household Waste Recycling Centre:

- 1 OLGETTINA
- 2 CORELLI
- 3 MILIZIE
- 4 PEDRONI
- 5 MUGGIANO

Public Workshops:

- 1 LABORATORIO PUBBLICO TERRA DEL FUOCO
- 2 BRICHECO
- 3 RIGENERIAMO

Flea markets:

- 1 MERCATINO DELL'USATO
- 2 MERCATINO DELL'USATO
- 3 FESTIVAL PARK
- 4 IL MERCATINO BOVISA
- 5 FIERA DI SINIGAGLIA
- 6 FIERA DI SINIGAGLIA

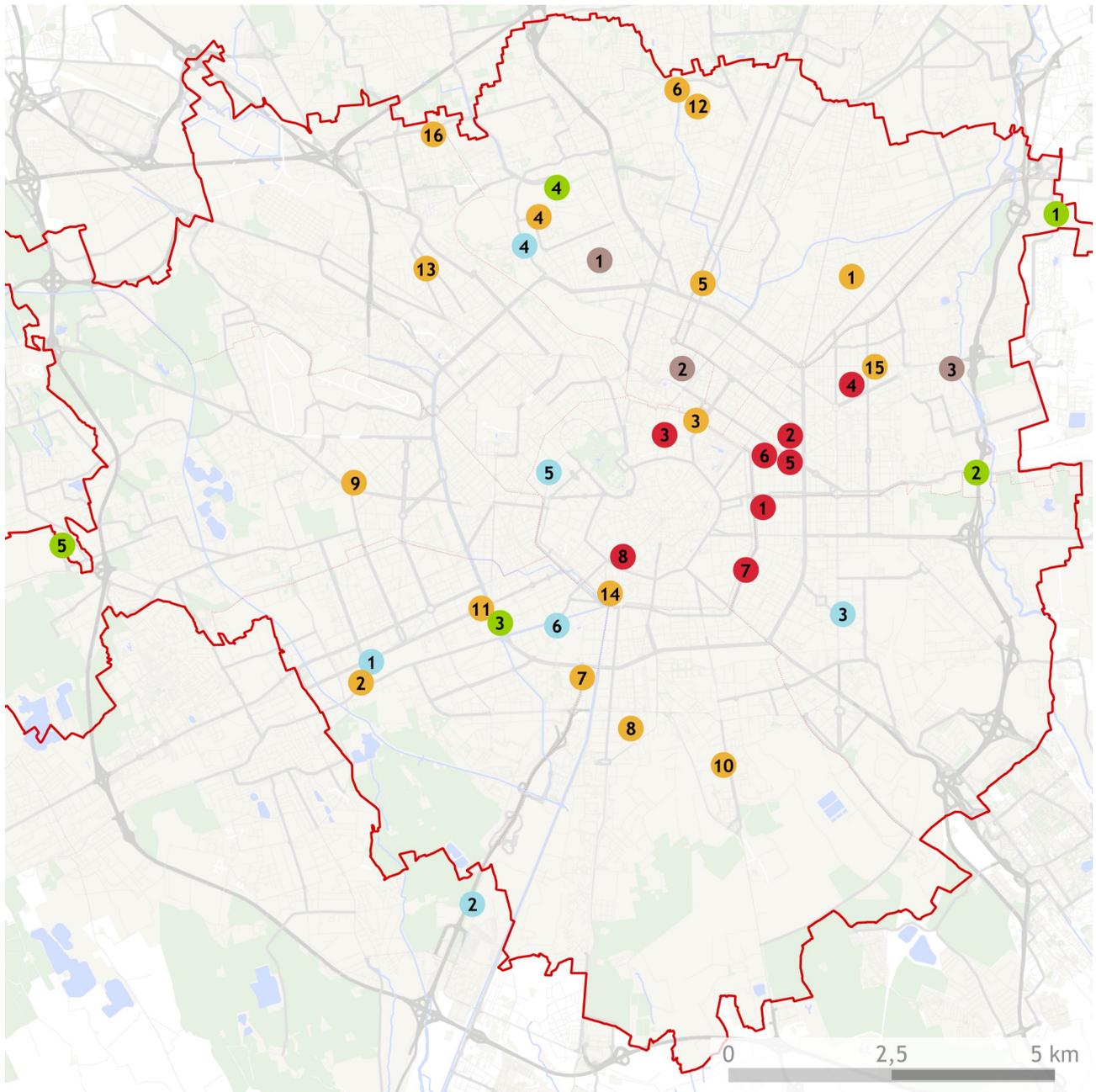


Fig. 37 - Map of the activities that give the possibility to the citizens of Milan to get rid of their old furniture.

Looking for reused furniture:

In November 2013 the association Giacimenti Urbani following an idea of Donatella Pavan, in collaboration with Cascina Cuccagna and with the support of the municipality of Milan and AMSA, launched a mapping project with the goal to help citizens in the disposal, the restoration and the purchase of secondhand items and also with the intent to highlight all those activities that offer this kind of services to the city of Milan and its citizens.⁸¹ To be featured in the map it is necessary to respect some standards and to be reviewed as such by a specialist of the association, in addition these activities are supposed to pay a yearly fee (30 €) so to become an official member of the association Giacimenti Urbani themselves and to be recognized as a “virtuous” activity for the city of Milan.⁸² The map can be found at the website of the association and it has been organized into 5 categories named: Waste Reduction, Reparation, Reuse, Re-utilization and Recycle. The map provides informative profile for each activity listed and could be an extremely useful instrument to find what better suits the need of each citizen, however there is no space dedicated to the explanation of what each of the five terms stands for, which in my opinion can create more confusion than what already there is, since the differences are not obvious to the majority of the citizens, especially when talking about reuse or re-utilization⁸³, and considering that the term recycling is frequently used in newspaper and adds to describe reuse activities. Moreover many activities have not joined yet (probably also because of the restriction of having to pay a fee to be featured in it) and many practices related to reuse and with the goal of helping citizens in the disposal, and the purchase of secondhand items do not feature yet in this map (as for example many flea

⁸¹ “Giacimenti Urbani, Nasce La Mappa Di Chi Ricicla E Ripara a Milano.”

⁸² “Giacimenti Urbani - La Mappa.”

⁸³ The choice of terms done by Giacimenti urbani to define reuse of an object and reuse of the material composing the object (therefore recycling, or upcycling) is questionable.

market, associations and cooperatives, charity shops, so as for today the map should be considered as a work in progress, and probably should be improved considering some of the issues raised. For what can be related to furniture-reuse activities this mapping project lists more or less five experiences of some interest for my work: “CromARTica” and “Cose per Caso”, as example of creative upcycle of secondhand furniture (respectively NewDesign/Upcycling shops n°2 and n°4, fig.44), the workshop “Laboratorio Pubblico Terra del Fuoco” (Workshop n°1, fig.44), the social cooperative “Di Mano in Mano” as example of activities promoting the exchange of secondhand furniture between citizens (Secondhand shop n°13, fig.44) and the shop “C&V Vecchi Tempi” as example of an activity practicing furniture restoration (Antiques and Vintage shop n°10, fig.44). Although other sections of this project have been much more developed the information collected concerning the reuse of furniture are not as complete. Indeed the reality of reused furniture in Milan is much more complex and has many more actors than what is described by this project.

Looking for reused furniture could mean to look for valued antique or vintage furniture from specific periods or designer, to look for trending upcycled furniture, to look for common and convenient secondhand furniture, or to look for public workshop where it is possible, with the help of experts and designers, to self-renoate, reinvent and upcycle old furniture, giving it a second life, and sometime a second use.

At antiques markets the goods are often (if not always) offered by professional traders and, the most of the furniture is often already renovated. The advantage of an antique market over an antique shop is that in one occasion should be possible to have a look at a selection of products from plenty of different vendors rather than only one, however antique markets are not permanent, while shops can guarantee daily opening hours. Two out of three antique markets taking place in Milan (n°7 and

n°8, fig.44) are organized three times a month and during the week, while the third one takes place only once a month on Saturday. “Mercato Antiquariato” (n°7, fig.44), takes place three thursday a month, around piazza Diaz, few metres from piazza Duomo, the centre of Milan. All the vendors are professional, there are antique and vintage furniture, lamps, books, antique and vintage jewellery, and lots of vintage clothes. Furniture although present is not predominant and displayed only on the external part of the market, on the side that faces the road, rather than the one facing the gallery, which is the side where most people are passing by.

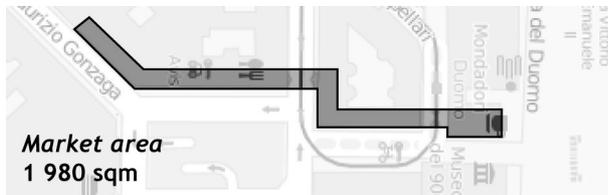


Fig.38 - Mercato Antiquariato, market area



Fig.39 - Mercato Antiquariato, piazza Diaz

The selection of furniture proposed by antique and vintage shop can be extremely specific, from the period, the style and the manufacture of the products (as “Mercatino Penelope”, which is specialized in vintage furniture from the 1930 to the 1970) to their function (as “Antichità della Moscova”, which specialized into book shelves and studio furniture from the XVIII and XIV century); moreover to have such specific collections many of these activities prefer to buy their furniture from foreign markets and traders. “C&V Vecchi Tempi” (Antiques and Vintage shops n°10, fig.44) is one of those activity that does not buy from Milan but prefers to go abroad to flea market organized by furniture collectors for furniture traders (the 80% of their merchandise comes from France), because for the period they are specialized (’700-’800) they can spend less for items of very similar if not of the same style than those they would find in Italy at higher cost. The owners Franco and Luca met years ago at the Academy of Arts, where they studied furniture renovation together and also where they decided to transform their passion into a business. Today half of the back of the shop has been adapted to guest the renovation workshop while the front half is used for expositions and sale.



Fig.40 - C&V - vecchi tempi

Other activities that may turn to international trade to purchase furniture are the workshops specialized into creating new design from upcycling old peculiar furniture. It is the case of “100FA” (New Design /Upcycling shops n°1, fig.44), which gets most of its furniture from flea and antique markets in England and France. They buy a lot of different items, from noble and rich furniture to antique and poor, from industrial to agricultural pieces. After they have acquired them they will work on them in some cases to simply restore their original beauty, in other to transform them in something new and completely different from what they were before. Their clientele is highly selected and refined, in fact they are hidden inside of a courtyard, with no sign on the street and no shop window, where they can be found only by those specifically looking for them. Mostly they work on commission, for offices, showrooms but also private household. “CromARTica” instead (New Design /Upcycling shops n°2, fig.44) is a workshop founded by Elio Misuriello following his own inspiration to regenerate and create unique and colourful furniture. “The idea at the core of this experience is to recover old furniture and to readapt it for new uses. The result of this work is a collection of unique pieces, that are born again under a different light, keeping though their history and the emotions of their past. In line with contemporary trends as the attention for the environment, the philosophy of all the work is to preserve the nature of the object, re-using all that is possible, limiting the use of solvents and preferring eco-friendly materials and paint.”⁸⁴ His creations are sold at fair, on the internet and at the “Brandstorming” shop, an activity close to Porta Genova, founded in 2014 and managed as a sort of exhibition of different artists and artisans from Milan that work only with recycled materials, and create new life from upcycling.

To work and collect predominantly on the territory of Milan and maybe on some neighbouring municipalities are all the secondhand shops. With the exception of “Alex e Stefi il mercatino dell’usato” and “Centro risparmio arredamenti” (respectively n°1 and n°2, fig.44) that buy and sell used furniture and developed their activity in parallel to a moving company, all the others work on consignment. However even between these activities there are lots of differences: the level of strictness for the selection is related to the space at their disposition and the personal choices of the owner, can be influenced by its location in the city and the clientele frequenting it, by the way things are displayed and by the impact and impressions made on the visitors. There are activities located in warehouses in the outskirt of the city, where the furniture is stored with little care, paying more attention to the practicality of storing as many items as possible rather than putting them on display, as done by “Di tutto di più”, both the branches of “Mercatino s.r.l.” (respectively n°6, n°9-10, fig.44) and many more, but at the same time transmitting a sense of adventure and the feeling of being on a scavenger hunt.



Fig.41 - Blitz Bovisa

⁸⁴“Idea | cromARTica.”

On the other hand there are activities located in large warehouses in the outskirts of the city, where the resource of space allows to focus on the way all the items are presented to the clientele, two valid examples are “Blitz Bovisa” a warehouse on two floors for a total of circa 2500 square metres in the north-west of the city (n°4, fig.44) and “In & Out usato da usare” a space of circa 2200 square metres in the south of Milan (n°8, fig.44). “In & Out” is an in-doors secondhand market opened in 2003. At first it started as an experience only involving the neighbourhood, most of the people that had the courage to enter did it out of curiosity, but constantly afraid to be recognized by others, today the activity as grown in space and notoriety, the clientele has increase and the feeling of shame has been left behind. In the years the perception of secondhand has changed, and even if it is still too often associated only with economic straits or poverty, “In & Out” (as well as other activities) is the proof that a new trend is developing, transforming secondhand and reuse in fashionable choices.”In & Out” is one of those on consignment secondhand shops that choose order as a fundamental feature of the activity, the entire shops is composed almost as a sort of labyrinth, sometimes wondering how pieces of furniture reached those hidden corners, and how they would possibly be taken out once sold, but all within an organized system, where everything is visible and there is no need to move other objects to see what there is behind.

Flea markets in Milan are not one of the most beloved option to sell furniture and consequently also to buy used furniture. The development of the secondhand shops on consignment, gives the citizens the possibility to display their belonging inside of a market and not have to worry of their trade, but only collect the profit. Indeed of the six flea market visited only one had non professional and professional selling furniture of various size (n° 1, fig.44) while only two of the other five had at least one stand of renovated furniture provided by a

professional seller and only of small dimensions, as chairs, coffee table, small shelves and small cabinet.

At last public workshop can be a useful instrument to get rid of old furniture but also to gain new ones, so public workshop can be an interesting solution for those who want to change their furniture getting rid of the old one for something new, or at least that looks new.



Fig.42 - In & Out, entrance



Fig.43 - In & Out, inside⁸⁵

⁸⁵In & Out, “Prodotti.”

Legend:

Secondhand shops:

- 1 ALEX E STEFI IL MERCATINO DELL'USATO
 - 2 CENTRO RISPARMIO ARREDAMENTI
 - 3 AL MERCATINO TRA NOI E VOI
 - 4 BLITZ BOVISA
 - 5 DEJAVU
 - 6 DI TUTTO DI PIU'
 - 7 IL MERCATINO DI MILANO
 - 8 IN e OUT USATO DA USARE
 - 9 MERCATINO
 - 10 MERCATINO
 - 11 MERCATOPOLI
 - 12 PROPS DELL'USATO OUTLET
 - 13 DI MANO IN MANO
 - 14 ASA MILANO
 - 15 MERCATINO BADDARO'
 - 16 QUARTO IN TRANSIZIONE - SCIORÙM
-

Antique and vintage shops:

- 1 MERCATINO PENELOPE
- 2 CURIOSITA' D'ALTRI TEMPI
- 3 ANTICHITA' SAN MARCO
- 4 GHILLI ANTICHITA'
- 5 MILÀN & ANTIQUES
- 6 PALAZZO TORLO ANTIQUARIO
- 7 SABRINA GRAMEGNA
- 8 CAVALLI E NASTRI (Olivinta)
- 9 ANTICHITA DELLA MOSCOVA
- 10 C & V VECCHI TEMPI
- 11 GALLERIA IL QUADRIFOGLIO
- 12 BERETTI ANTIQUARIATO
- 13 OFFICINA ANTIQUARIA
- 14 GALLERIA CONSADORI

New Design/Upcycling shops:

- 1 100FA VINTAGE
 - 2 BRANDSTORMING cromARTica
 - 3 COSTANZA ALGRANTI
 - 4 COSE PER CASO
-

Public Workshops:

- 1 LABORATORIO PUBBLICO TERRA DEL FUOCO
 - 2 BRICHECO
 - 3 RIGENERIAMO
-

Flea markets:

- 1 MERCATINO DELL'USATO
 - 2 MERCATINO DELL'USATO
 - 3 FESTIVAL PARK
 - 4 IL MERCATINO BOVISA
 - 5 FIERA DI SINIGAGLIA
 - 6 FIERA DI SINIGAGLIA
-

Antique markets:

- 7 MERCATO ANTIQUARIATO
- 8 MERCATINO
- 9 MERCATO DEI NAVIGLI

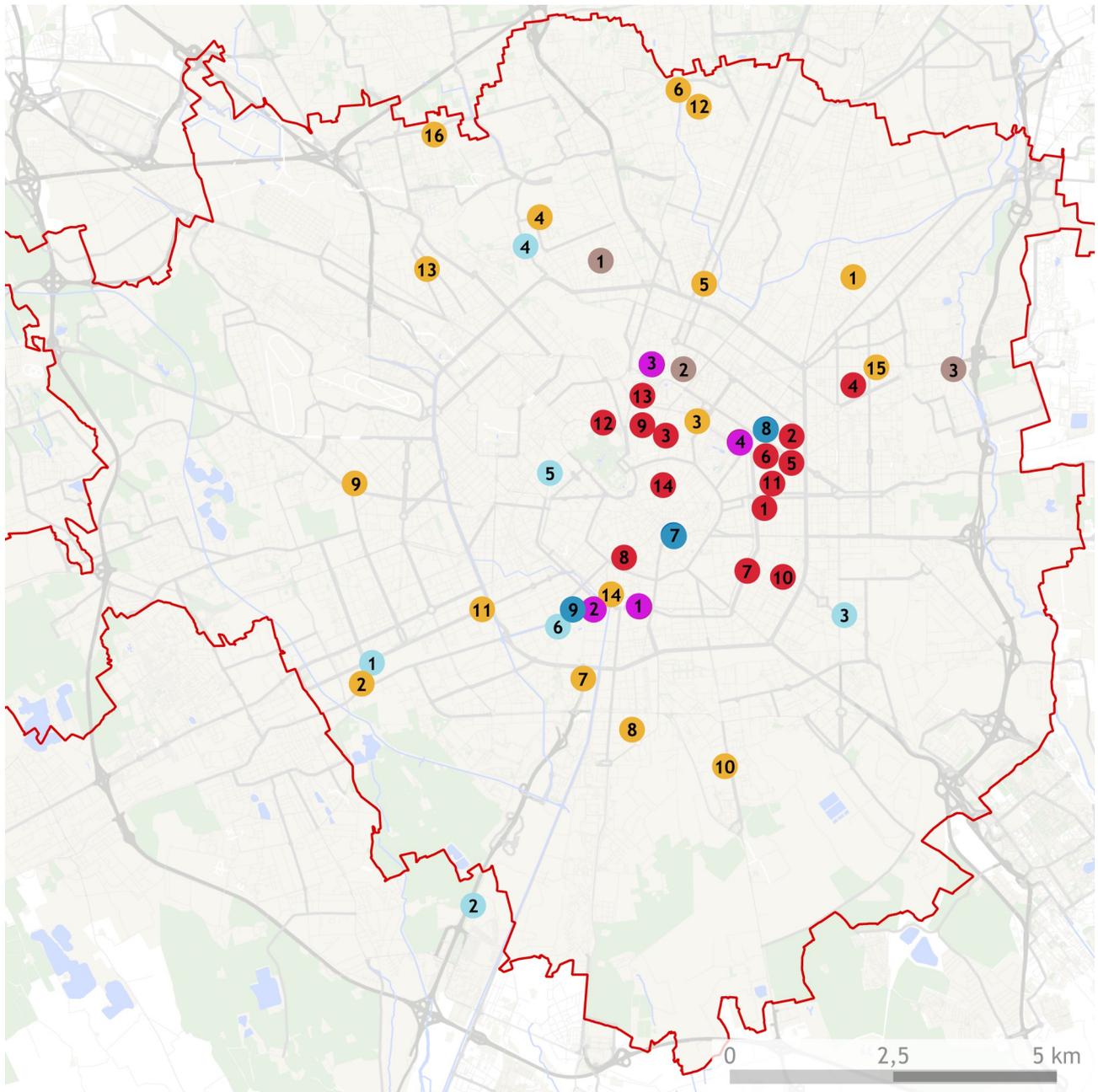


Fig. 44 - Map of the activities that give the possibility to buy second hand, antique, vintage and upcycled furniture in Milan

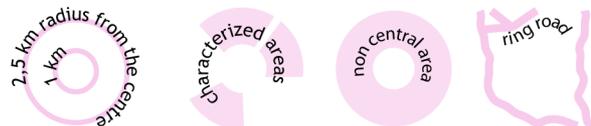
Territorial considerations:

The research counted around fifty activities related to reuse in Milan, of which only one tenth are flea markets. These are organized at least once a week during the weekends and by four different associations which, besides "Festivalpark", require membership to be able to exhibit and have a stand. Each one created through time its own identity: someone adapting and developing with its surroundings ("Fiera Di Sinigaglia") and others in spite of being moved every few years to a new location ("Mercatino dell'usato"). A different situation instead is that of the three antique markets, two organized during the week and only one on Saturday. While the flea markets take place on locations rather distant from the centre, all the antique markets are held in the heart of the city, this peculiarity has the same reasons than in Hamburg, that is all the activities taking place in the centre must fulfil higher aesthetic standards than those taking place in the outskirts, and since every market needs an authorisation from the city council then the city itself can decide at its own discretion who to allow in which areas. Essentially the antique and vintage markets take place in pedestrian areas close to the cultural and commercial centres of Milan ("Piazza Duomo" and "Corso Buenos Aires"), while all the flea markets take place in residual areas from parking spaces near secondary stations to empty and unused areas near dismissed buildings. Nonetheless the population wondering around the flea markets is larger than that at antique and vintage markets, although while is possible to casually wonder into the antique and vintage markets, the flea markets are all located in places reachable only consciously, but they are less exclusive than antique markets, allowing a wider variety of interests and for this reason also visitors. The only exception in this division between centre and outskirt is the

neighbourhood of "Porta Genova" and its surroundings, which guests either flea markets and antique vintage markets as well as many secondhand, and upcycling activities. The area is appealing to both realities because of the process of gentrification that is characterising it. It is an area where poor, artistic, alternative, rich, vintage, secondhand and antique all can meet. Indeed of all the secondhand markets the "Mercatino dell'usato" in Piazza Tirana and "Fiera Di Sinigaglia" are the only one with some stands selling goods which could easily be found also at the antique and vintage markets.

The observations made on the area of "Porta Genova", inspired further researches on the relation between the activities mapped and their location in the city (fig.45). The top left and right figures try to focus on central areas, while the bottom left and right focus on the outskirts and the bypass road surrounding Milan (where outside the municipality of Milan all the large furniture retailers are located, none of these retailer has a branch inside of the borders of Milan). The top left map highlights an area of one and two and a half kilometres from the centre ("Piazza Duomo"), and what stands immediately out is that almost all the activities related to the trade of antique and vintage and the upcycling activities are located within these areas, while the activity related to secondhand are all outside of it. Between the central areas there are three zones to stand out for their concentration of activities: "Porta Genova", "Porta Venezia" e "Brera" or "Porta Garibaldi". "Porta Venezia" and "Brera" are the one with the highest concentration of activities related to the trade of antique or vintage furniture (while as seen before) "Porta Genova" is characterised by a more artistic soul, which allows the coexistence of secondhand, upcycling and antique or vintage activities all at close distance one from the other.

- Antique Markets
- Antiques and Vintage shops
- New Design / Upcycling shops
- Large furniture retailers
- Flea Markets
- Second hand shops
- Workshops
- HWRC



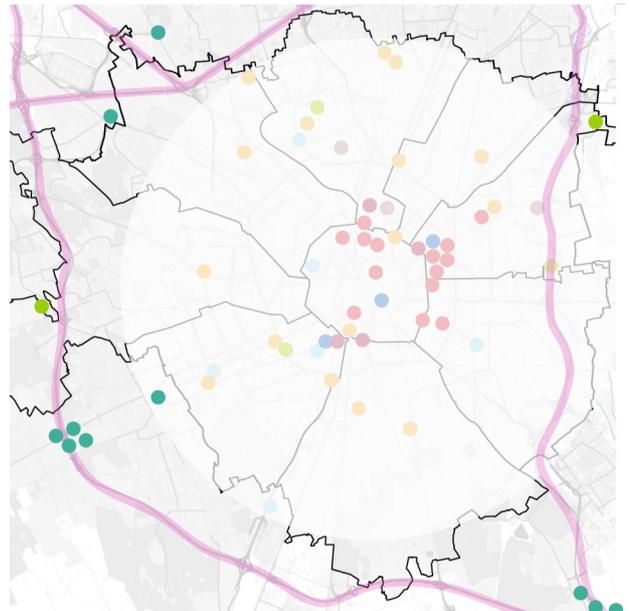
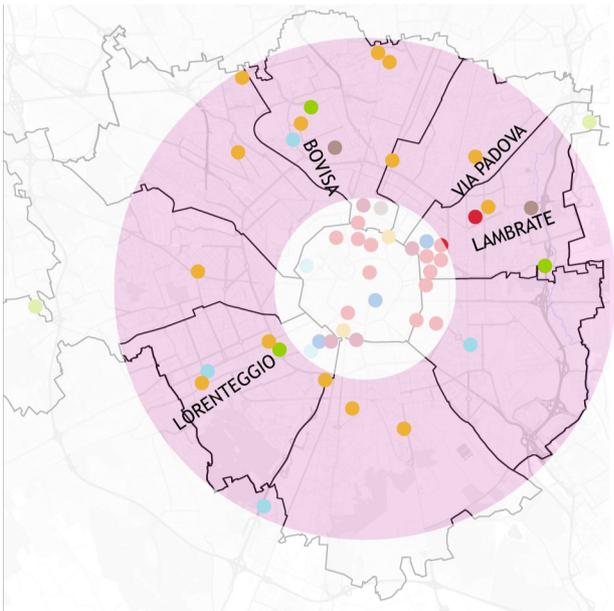
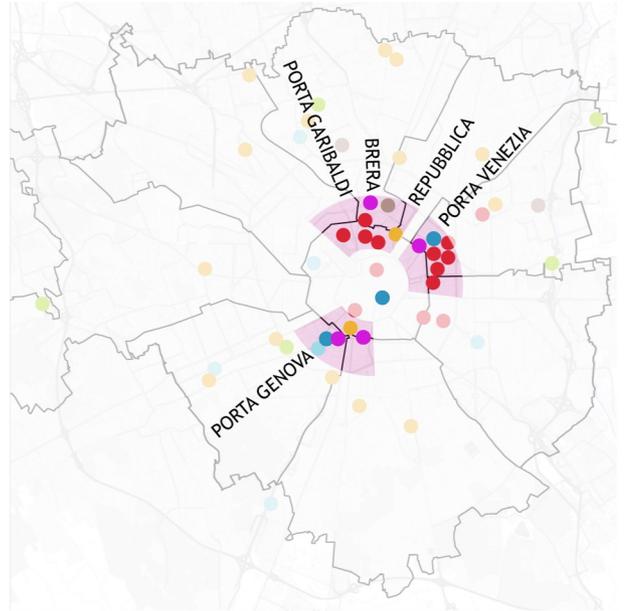
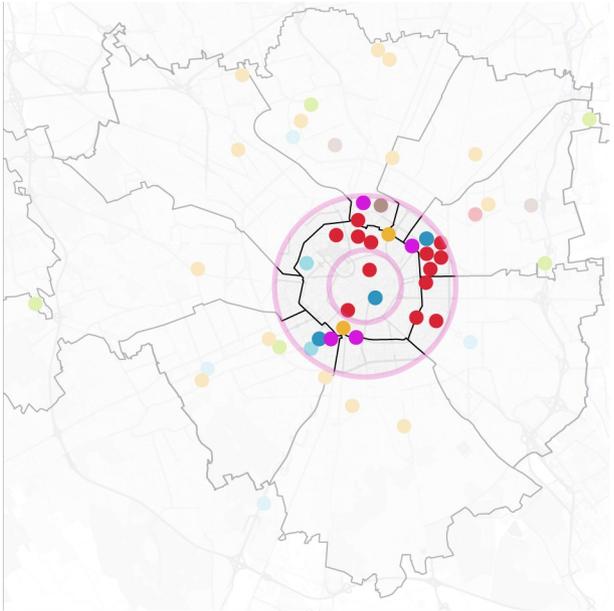


Fig. 45 - Location analysis

More than half of the activities mapped are secondhand and antique or vintage shops. Of these the majority are businesses working on consignment or in the case of the antique shops buying and selling goods, with the only exception of one social cooperative (“Di Mano in Mano”) and a couple of non-profit associations receiving goods mostly in the form of donations. Moreover only nine of these thirty shops trade exclusively or mostly furniture and those are the one selling antique and vintage goods, while the other twenty-one sell furniture but only as one of many other goods. This information is interesting because it shows how secondhand furniture in Milan is still mostly related to a wider general market of reuse, unless of course it has a higher market value, than it can afford to develop specialised activities. The absence or lack of a specific market for secondhand furniture in Milan, is one of the issue to address with future policies from the administration of Milan itself.

Some consideration could also be made in relation to the space these activities occupy. Indeed the most, if not all the activities related to antique and vintage have spaces of small or medium dimensions and are always located at the ground floor with wide shop windows on the street.



Fig.46 - Mercatino Penelope (left), C&V vecchi tempi (right)

All the secondhand activities instead are located either in old warehouses with rather small entrances and without shop windows or in garages and underground spaces accessible only by the garage ramp under residential apartments. This difference simply marks even more the distance in perception between the trade of antique or vintage and secondhand items.

When talking about furniture in Milan there is an annual double event that for its relevance and extension should not be forgotten, but which not having any current relation to reuse was not mapped. These are “Salone del mobile” and the parallel event of “Fuori Salone”. Both these events have a strong impact on the territory especially “Fuori Salone” for its less formal conception and for being held in various location around the city, while “Salone del mobile” takes place only in the fair area outside of Milan. Opened for the first time in 1961 it became international around the 1967 and it has kept growing to the point that in thirty years it increased six times the number of exhibitors and twelve times the area occupied. The “Salone del Mobile” has become famous as a place where some of the most important proposals, ideas and concepts of interior design are presented to professionals and non professionals.

The “Fuori Salone” started spontaneously in the eighties and it has kept growing since, to the point that today it has become almost an independent artistic and cultural event. Its peculiarity is to not be related to the fair and to not be organized by any authority or central institutionalized agency, but by the same firms operating in the interior and industrial design sector. Still today the single promoters tend to organize themselves autonomously giving life to a large collective event, even if it should be said that some larger firms have taken the responsibility to promote it, creating a logo and a guide to all the events taking place during the week. Through time also this event has acquired an international crowd, it has started attracting sponsors and becoming a creative exposition opportunity both to emerging and

affirmed designers. In the last years it has also managed to influence the exhibit choices made during the “Salone del Mobile”. The events used to be held only in the showrooms of the interior design firms in the form of exhibitions of design products, today instead the variety has widely increased to performance of various nature, as shows, debates, interaction with visitors and much more. As can be noticed in the pictures below (fig.47), there are some areas in Milan with higher concentration of events, some of these areas are: “Brera” and the “Centre” where most of the affirmed designers have their showrooms; “Porta Genova” and “Via Tortona” where more young, alternative, social, creative, experimental, and international designers try to express themselves; and “Fabbrica del Vapore” (close to “Porta Garibaldi”) where more social, economical and ecological themes are dealt with, going beyond the aesthetic to research the life cycle of furniture and interior design. Of particular interest is that in the last

few years more and more designers using the upcycling approach to create furniture have found their way through the “Fuori Salone” to the “Salone del Mobile”. It should also be noted that nowadays beside the central areas, often unused structures in the outskirts are rented for the occasion and transformed into cultural centre for the time of the exposition.

In the following figure (fig.48) instead is possible to see how only the antique, vintage and upcycling activities (today) could be easily involved into the organizations of events during the “Fuori Salone” because of their proximity. However even if the focus of the “Fuori Salone” was the promotion of innovative new furniture, its extreme characterization through the years has brought it to be more critical to current themes and it is in this perspective that also the reuse of furniture out of fashion (and not only with the purpose of upcycling) could find its place in the international exhibition.

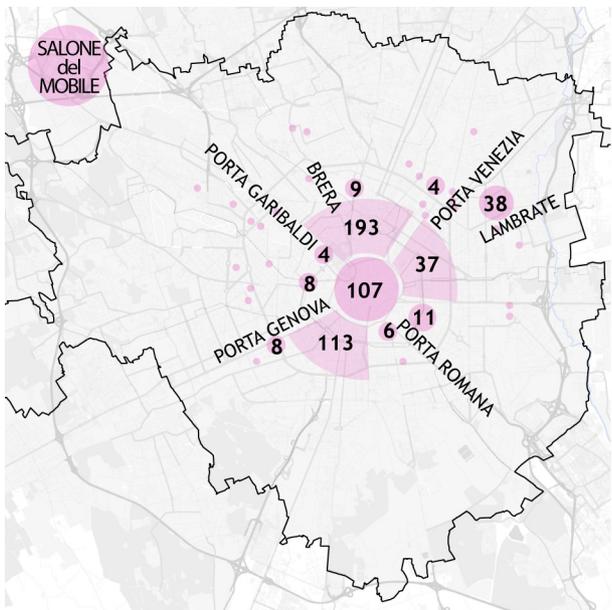


Fig.47 - Number of events during the “Fuori Salone”

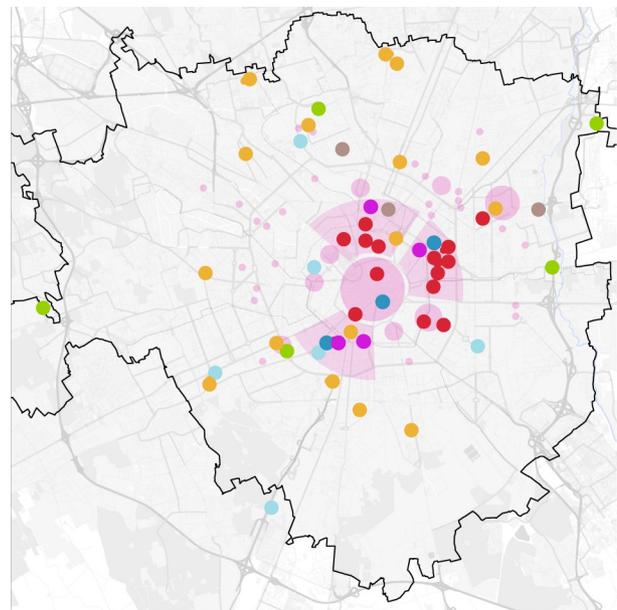


Fig.48 - “Fuori Salone” areas and reused furniture activities

3.4 Different perspectives in different cities

The strategies and practices developed in Hamburg and Milan through the years display similar approaches but also a set of differences. Flea and antique markets, businesses, shops, charities, cooperatives, associations and the local cleaning agencies practicing activities from reuse and preparation to reuse, to upcycling are common trends in both cities. Therefore it is worth considering more a comparative perspective and to focus on some relevant differences

Different perspectives: comparing Hamburg and Milan

Probably the most diffuse and common practice to deal with reuse around the world is the flea market. When comparing the number of flea and antique markets in Hamburg and Milan per year, they are not that different. There are at least five hundred markets in Hamburg in one year (that I could empirically detect, but they could be even more), and there are around four hundred and fifty markets per year in Milan. The difference lies in the number of locations involved, the markets taking place in Milan are weekly or monthly and in only nine different locations, while in Hamburg, beside few, the majority (77%) takes place only one to four times a year and the locations are around sixty-six. The reasons behind such difference can be various, one of the first to come to mind is purely meteorological: in Milan the weather is warmer than in Hamburg, all the markets are open air and can afford to be planned every week during the whole year, in Hamburg instead beside the few weekly once the most of the markets are held between May and September, to avoid the cold those held in the winter period are mostly organized inside of guesting structures (schools, fair halls, etc.). Secondly it could be because in Hamburg the flea markets are considered a valid and widely accepted form of socialisation and its appeal is used to bring the whole population (many different people are attracted by flea markets) to participate to local events, as neighbourhood celebrations (when the market is only one part of a wider event). In Milan

instead the flea markets are individual events, mostly not related to any other celebration, or to a specific neighbourhood (with the only exception probably of “Porta Genova”), they have an end in themselves. Its consideration as a mean of socialisation and of participation to bring the whole population all together, does not exist. Essentially, although present in both experiences, it is a practice that is perceived and lived differently in the two cities.

The other activities practising reuse, are those buying and selling goods from private to private, those keeping goods on consignment and those receiving them under the form of donations. But while the first two cases expect the previous owner wishes to to gain from the disposal of its old furniture the last option does not. Quite often the desire to get rid of the old furniture at little expense of time, money or effort overshadows the possibility to sell it. Therefore those who collect furniture on donation or give services of clearing out of apartment create a service indispensable to reuse, mostly where the city itself does not practice preparation to reuse. However even where preparation to reuse by the local cleaning agency is practiced, it can have unappealing restrictions to many citizens. In an interview with the responsible of “Spenda Bell - Feldstraße” in Hamburg, Sabrina expressed the opinion that the number of activities collecting furniture on donation in Hamburg, and in some cases also offering services of clearing out for low prices or in exchange of the furniture and other goods furnishing the house, flourished as a consequence of the high costs and long schedules (sometimes months could go by between the booking of the service and the actual collection) of the standard bulky waste collection service offered by “Statdreinigung Hamburg”, therefore even though they have an agency taking care of preparation to reuse and they are successful, there are also a lot of alternative activities.

In Milan this situation is reversed, there are almost no organizations that collect furniture on donation (other goods as clothes, books, shoes, electric appliances are preferred because are simpler to manage), the most of the people who are not interested in selling their goods can easily have them removed for free by “AMSA”, which does not practices preparation to reuse and provides the service for free, with the result that a big share of reusable furniture every year ends up being recycled or incinerated. However “AMSA” as well as “Stadtreinigung Hamburg” cannot guarantee an availability from one day to another, it is probable that few weeks could pass by between the booking of the service and the collection of the furniture, hence the existence of activities that for rather low prices will provide services of clearing out in short time (low prices because they have to appeal in the competition with the slower but free service offered by the city), in addition sometimes the value of the furniture taken is considered enough to also compensate the expenses of the service.

Between all the activities related to the reuse of furniture (from antique and vintage to secondhand) it is interesting to notice the relation that they have with the

space they occupy. Beside their location in the city, which showed similar patterns in the two cities, in Milan there is a strong differentiation between those trading secondhand and those trading antique or vintage: the first are located either in old warehouses, without shop windows or in underground spaces accessible only by the garage ramp under residential apartments; the second instead are located in shops of small or medium dimensions (usually not more than two hundred square metres) and are always located at the ground floor with wide shop windows on the street.

In Hamburg instead this diversity is less pronounced: most of the secondhand shops trading exclusively furniture are located in large warehouses in less central areas, more for practical reasons than anything else and most of those trading only a little of furniture as part of a wider secondhand commerce are located in smaller shops provided with shop windows on the street. However also few activities related to antique and vintage found their location in an extremely central but underground area (not connected to metro or any other type of under passages), a sort of citadel for antique furnitures where the only other activity is a small café.



Fig.49 - Hamburg



Fig.50 - Milan

The reasons behind these differences can be various, obviously the main one is of economic nature: underground spaces or warehouses in the outskirts of the city are usually cheaper than shops in more or less central areas, moreover if secondhand is not perceived by the most of the population as a valid alternative to the commerce of what is new, than it is an activity bound to struggle and may never afford to pay the rent for a space with higher commercial value, however it should be said that at least in Milan most of those underground spaces play with their image and try to transform the exhibition in a treasure hunt creating some sort of order in the constant chaotic and overabundant environment, becoming extremely appealing to those enjoying the chase but less to those appreciating the order and neat display of goods.

Last but not least preparation to reuse is today one of the most complicated practices to develop, since to work properly it has to be integrated with the agency collecting waste on the territory. Some administration may be not too keen to develop this process because of the expenses that it could represent and also because it may interfere with existing forms of waste disposal on the territory (as incineration plants, which need a constant stream of combustible waste to work properly and not become inefficient and economically inconvenient). However while Hamburg managed to find an equilibrium between the incineration plants and the creation of institutionalized preparation to reuse centres named "Stilbruch", Milan still has no system to prepare to reuse. On the contrary once the furniture is collected by the city cleaning service it is labelled as waste and there is no way to reintroduce it on the market. Therefore if there is no centre or if no authorisation to external agency is issued by the local administration permitting the creation of preparation to reuse centres, then all these furniture are destined at best to be recycled, but certainly not reused.

This is probably the most relevant difference between the reuse approaches developed by the two cities, and it marks the distance between the system adopted and also the attention given to the European directive and its implementation on the national territory.

Different cities: learning from foreign practices

To duplicate or export the positive approaches developed by other countries has always been a temptation, however it has never been as simple as it seemed. In this specific case the differences in the structure of the public waste collection and disposal system and the general perception of the secondhand trade, are features strictly connected to the territory and culture of a place, which can determine the success of public policies trying to promote reuse. However the comparison with the successes of other countries should not be avoided, because even if they cannot be duplicated in the same form, they can work as source of inspiration to improve or create new and adequate approaches to a different territory and population. At the beginning of this research I tried to have no preconceptions about Hamburg and Milan and convinced myself that both cities could be learning from each other.

Clearly one of the main limits of the Italian waste collection system is the lack of preparation to reuse centres. Important amount of perfectly reusable furniture every year end up in the waste collection system⁸⁶, and although there are legal solutions to recover them, these are often not applied. In fact even if the European legislation on the waste hierarchy has not been translated on a provincial and municipal level yet, the European Directive itself is valid and all local administrations can use it to create an output of reusable goods from the HWRC, but the presence of legal

⁸⁶From the results of a research conducted on HWRC of the city of Rome was found that 52.1% of durable goods conferred as waste are potentially reusable. Occhio del Riciclone, *La seconda vita delle cose*

instruments is not always enough to convince local administration to intervene on their deficiency. Indeed the main obstacles in Italy to the development of preparation to reuse centres are⁸⁷:

- a lack of specific instructions, tools and definition of roles, duties and responsibilities at local and national levels;
- the difficulty of the local administration to grant financial facilitations to those activities practicing reuse (as reduction of the taxation of waste, since it is almost a contradiction), because they will have to weigh on the municipal budget;
- the difference in the interests involved by the local administration (and local disposal and collection agency) and the reuse activities already active on the territory. Hence, despite the availability to confrontation, there are problems of dialogue and comprehension and difficulties to agree on common goals and on the modalities to reach the one they were able to agree on;
- and the fear of financial loss due to the general negative perception towards secondhand trade.

That is why beside the development of reuse and preparation to reuse centre plenty of energy should be spent in ensuring the creation of a controlled and certified system for the trade of secondhand goods. A common issue for those purchasing secondhand is the quality of such items, if they are of a poor quality and do not respect minimum standards the entire experience is more likely to be associated with a negative perception, which may lead people to consider secondhand as an unworthy market. It is also extremely important that the goods sold will not raise doubts about their origin and if they were stolen. These quality issues can drive people away from the world of secondhand trade and make the promotion of reuse and preparation to reuse to all citizens a much tougher job. Once established the importance of reuse and its development, these reasons

⁸⁷Occhio del Riciclone, "Rapporto Nazionale Sul Riutilizzo."

highlight the need of creating institutionalised controlled and certified solutions for the trade of secondhand goods which will be able to attract those who want to discover and buy secondhand and prevent them from having misleading experiences.

Regardless of these issues in the last few years there has been an increase of initiatives connected to the theme of reuse or of collaborations between waste management and reuse activities. These progress have been constantly monitored by research group "ODR" ("Occhio del Riciclone") and the network "ONU" ("Operatori nazionali dell'usato), in the last years ODR has published an annual report on the state of the secondhand trade in Italy, giving detailed overview on the debate surrounding the reuse and preparation to reuse centres and introducing successful examples developed on the Italian territory of reuse and preparation to reuse centres, mostly managed by social cooperatives that are allowed to select the reusable items from the local HWRC: as cooperative "Angoli di Mondo" in Padua, cooperative "Insieme" in Vicenza, cooperative "Triciclo" in Turin, cooperative "Mattaranetta" in Verona and "Quadrifoglio" in Sesto Fiorentino.

Nevertheless even if still deprived of reuse and preparation to reuse centre, Milan, thanks to the mapping project developed by "Giacimenti Urbani", is closer than Hamburg to have a comprehensive guide to all the reuse, preparation to reuse, repair, upcycling and recycling activities of its territory and therefore to establish the basis for the creation of a reuse network. As for Hamburg, it is a city with a higher level of diffusion of secondhand trade mostly because of the consideration it receives by the citizens and by the local administration, but even if the establishment of reuse and preparation to reuse centres ("Stilbruch") has demonstrated to be extremely successful, also economically, the presence of different stable and strong activities related to reuse, is also the reason why there

is not a comprehensive guide. Because it would be counter-productive to the single activities, it would be like promoting your own competition, and since the same local administration (having two reuse and preparation to reuse centres) has a strong interest in being the sole or at least the most notable choice, and they are also interested in keeping a stream of waste (non reusable furniture, but maybe upcyclable) going to the local incineration plants. Therefore the creation of a comprehensive guide to all the reuse, preparation to reuse, repair, upcycling and recycling practices by the local administration is unlikely to happen at least by their own initiative. Of course even if the local administration is not highly motivated, it does not mean that some sensible employee could not push the administration to take on the creation of such tool, indeed something similar happened with the creation of

“Stilbruch” itself. As of today the only guides that can be found are those put together by some citizens on the internet in relation to their specific interests (which of course makes them extremely subjective and selective). Although providing and facilitating the access to the information that could help citizens to make the most appropriate choice in disposing of their old furniture (and any other good) can be a responsibility of the local administration, it does not have to be. That is why sometimes the citizens themselves have to step up and provide for themselves what the city is unable to give (either for choice or for lack of resources). As “Stilbruch” in Hamburg and the mapping process of “Giacimenti Urbani” in Milan, both started by the interest on the topic of few people, who were citizens before than administrative employees, or private stakeholders.



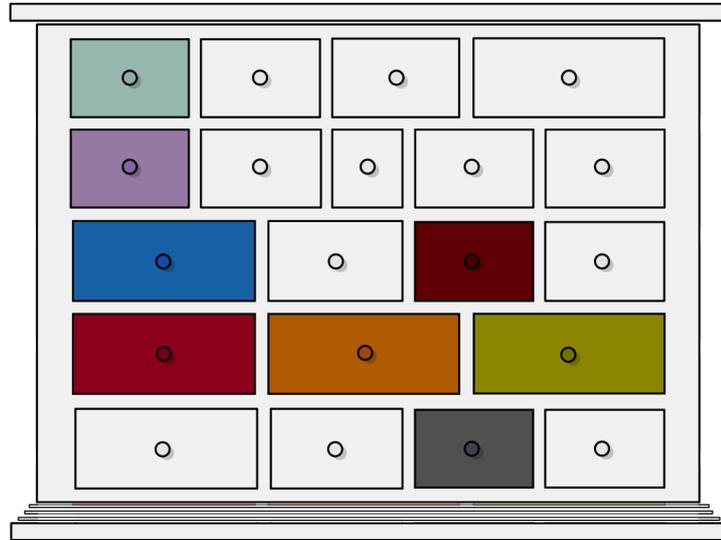
Img.4 - Second hand dresser

The dresser was purchased by Isabella at the cooperative "Angoli di Mondo" in Padua, Italy. It was shipped directly to her home with a small extra cost.

“Perché sotto l'immondizia sta nascosta la magia.”

“Because under the garbage is hidden magic”

(Mercanti di Liquore, Lombardia)



THE IMPACT OF REUSE PRACTICES ON URBAN DEVELOPMENT

This work researched and analysed the practices of reuse, preparation to reuse and upcycling of furniture in the cities of Hamburg and Milan as specific examples of the effects and dynamics that general reuse practices can produce on the urban territory. Although focusing only on these two realities, it managed to raise a lot of different issues related to the specificity of the territories considered and to the entire secondhand world. Constructed around the territorial analysis and the relation that these type of practices have and mean (or could mean if developed) in an urban planning and urban development perspective, this work reinforced the idea that not only waste can be charming but that there is an actual treasure hidden under our own garbage: from its reuse to its incineration. Since the transition to a lower production of waste is incredibly slow (but necessary), and we already have produced insanely huge amount of waste, the realisation not only between few, but among all citizens and local administrations that waste are not only an expense but are a resource and opportunity is decisive to shape our future in the best way possible.

Avoiding to throw away still usable materials, we avoid to increase the already huge mass of waste typical of our society, we reduce the issue of disposing of it(which means creation of recycling plants, incineration plants and the selection of sites for landfills), we save natural resources and in some cases we can also indirectly create new job opportunities. However if who wants to get rid of old furniture does not think or spends some time to find the most

suitable alternative to dispose of it, or if who wants to get rid of furniture does not have other alternatives than to throw it away, then there would be no secondhand market at all, or at least very small ones. It is obvious at this point that the responsibility of recovering reusable goods before these will enter the waste stream and their re-integration in a secondhand market is shared between all the citizens that make the decision to get rid of furniture (private citizens but also enterprises), those already involved in the commerce of reused or reusable items, those collecting, regenerating and upcycling secondhand goods, and of course the local administration and the local agency taking care of the collection and disposal waste services. Indeed it is a duty of all citizens to spend time and energy to find appropriate solutions (in relation to the waste hierarchy) to get rid of their furniture (or any other good), and it is a duty of local administration to ensure the presence on its territory of solutions accessible by everyone to dispose of their furniture in the respect of the waste hierarchy, and eventually to provide what is missing. Essentially the European Waste Framework Directive does not compel only the administration to apply the waste hierarchy to their local waste management system but it also compels all the citizens to respect the hierarchy when choosing how to dispose of their waste, nonetheless because of misinformation often this duties are not respected or even understood.

The Directorate-General for the Environment of the European Commission in the last years has interviewed a sample of 26.595 European citizens of different social and demographic groups about reuse, repair and preparation to reuse policies. What resulted is that more than two third of European citizens believe their country is producing too much garbage and the most common actions that they, as individual, take on to reduce the amount of household waste are: not to waste food, buy only what is necessary to avoid producing more waste, and make an effort to repair electronic appliances before buying new ones. Overall, two out of three Europeans give or sell products to be reused. Among the interviewees who said they do nothing to reduce household waste, the most frequent reasons are: the idea that the responsibility for reducing waste should be of the producers and not the consumers and that is too difficult or too expensive to repair items, than throw them in the trash. "According to Pietro Luppi, director of ODR, it is significant that there is a discrepancy between what is the trade of secondhand goods and what is admitted to be by its citizens. In some European countries (mostly south and east European countries - lower income states) the secondhand market is characterized by a great demand, and repair services are more common than in other countries (mostly north european countries - higher income states). However in the first case people are also less keen to declare that they purchase secondhand and repaired goods because they commonly associate them with poverty, in the second case, instead, people are proud to state when and if they have purchased secondhand goods, because they associate these activities with civic responsibility and environmentalism."⁸⁸

⁸⁸Occhio del Riciclone, "Rapporto Nazionale Sul Riutilizzo," 93-94.

The solutions that the local administration should approach in the promotion and adoption of reuse practices are various and often complementary one to another: the promotion of a more sustainable and better integrated waste collection system for itself and all the citizens; it should take care of the management and creation of areas where preparation to reuse takes place, generally in collaboration with the waste collection and disposal agency; if unable to develop the reuse centres, it should grant some associations or cooperatives the right to do it; it should provide an efficient communication and information network from the promotion of websites that make the exchange of reusable goods between citizens easier to the creation of a guide (as often already done for recycling) to reuse; and it should work with the citizens to change the negative perception, still too diffused, of “secondhand = poverty” into the positive one of “secondhand = civic responsibility”.

Communication is a key issue in the development of any policy and the construction of a guide about all the available opportunities to purchase and get rid of reusable goods (both virtual and real) is a step towards the possibility to create an integrated and well functioning system. The different approachability of the information in Hamburg and Milan is indicative of the attention and value given to such proposals by its actors. In the first case the stock of information is larger both on virtual platforms and on paper, but not too comprehensive: there is a guide to the appropriate disposal of waste, provided by “SRH”, that includes “Stilbruch”, the preparation to reuse centres and the recycling centres; there are virtual guides as the one on the official website of the city under the section “Living in Hamburg” where many activities (mostly markets and shops) related to secondhand and antique are listed; there are a wide number of websites created by privates that list secondhand or antique activities (shops and markets) usually grouped in relation to specific interests; and almost every activity has its own specific website. In Milan instead, as of today, the information are more dispersed and difficult to collect. However the situation could easily change if the work started by “Giacimenti Urbani” will continue developing, since it has the potential to become the most detailed and comprehensive existing guide about the activities related to reuse, repair, upcycling and recycling in the entire city and also its metropolitan area, and even more important, it would unify the multiplicity of information provided by all the different actors involved: as “AMSA”, the associations organizing the weekly markets, the social cooperatives and other private enterprises.

The development of appropriate communicative approaches to promote reuse is a fundamental tool to ease the diffusion and the availability of information about rather underrated and unknown solutions and to help the citizens to fulfil their duty in choosing the most appropriated disposal alternative. Furthermore it is also an instrument that if kept constantly updated, could ease the duty of the local administration, helping them to identify those who could provide useful experiences and insight on the management and operation of secondhand trade, to identify possible and valuable stakeholders and to create an efficient reuse network system.

In conclusion Prevention, Reuse, Preparation to Reuse and Upcycling of goods (not only of furniture) are practices that have and could have (where not applied yet) a strong impact on the quality of the urban territory. Beside being able to improve the quality of life simply by reducing the production of waste and the need to dispose of them, they also help reducing the consumption of soil, energy and natural resources. These are tools that can bring together and attract to the same place people with very different life style, interests and income (for instance at flea markets, and at many secondhand trade shops either in Hamburg or Milan), they are simple tools that can grant the participation of large amount of people to specific events (in Hamburg flea markets and the trade of secondhand or vintage goods are often complementary events to neighbourhood celebrations or street fest), they can be used as tools of re-qualification or at least as an instrument to launch re-qualification (the flea markets bring life in Milan to areas otherwise desolated) of course they also have to be controlled and well managed otherwise they could instigate decay rather than re-qualification, as it can happen when flea markets became places to exchange stolen goods, that is why the involvement of the local administration as support to these local initiatives is fundamental. For all these reasons Reuse practices not only can but must be part of the tools at the service of the municipality and should be used and developed to promote integration, participation, environmental and social sustainability, to keep the territory alive and to find a better use for our waste than to be really wasted.



Img.5 - Second hand wicker chair

*The chair (together with other two single seats)
was recovered by the dump site of a moving company close to home*

“Anche gli oggetti diventano orfani, hanno bisogno di genitori adottivi, di nuovi amici, di nuovi proprietari esclusivi e furiosamente gelosi che si prendano cura di loro. Gli oggetti soffrono di essere inutili, abbandonati, inoperosi [...]. Dovevo quindi trovare un amatore per i miei strani tesori.”

“Even objects get to be orphans, they need foster parents, new friends, new exclusive and furiously jealous owners, whom will take care of them. The objects suffer of being useless, abandoned, idle [...]. As such I had to find a lover for my peculiar treasures.”

(Lydia Flem, Come ho svuotato la casa dei miei genitori, 105-106)

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Filmography:

Few suggestions on the issues of waste, prevention, reuse, repair and upcycling. Some are documentaries analysing our current life style and our unsustainable waste production ...

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Beraza, Suzan. *Bag It*. Documentary, Comedy, Drama, 2011.

Brady, Candida. *Trashed*. Documentary, 2012.

Brown, Ed. *Unacceptable Levels*. Documentary, Biography, 2013.

Grey, Veronica. *Aqua Seafoam Shame*. Documentary, News, 2012.

Lutman, Michael J. *Plasticized*. Documentary, Adventure, Biography, 2011.

Walker, Lucy, Karen Harley, and João Jardim. *Waste Land*. Documentary, 2011.

... others are animated feature films creating futures not too far from a plausible reality or emphasizing abilities and lifestyles as an essential part of the plot (as repair and the use of old objects to create something new or needed) ...

Annable, Graham, and Anthony Stacchi. *The Bxtrolls*. Animation, Adventure, Comedy, 2014.

Stanton, Andrew. *WALL·E*. Animation, Adventure, Family, 2008.

Wedge, Chris, and Carlos Saldanha. *Robots*. Animation, Adventure, Comedy, 2005.

... and others have elements outside the plot of the movie, as in the scenic design and in the style of some of the characters, that can be inspiring.

Jeunet, Jean-Pierre. *Micmacs*. Action, Comedy, Crime, 2009.

II. Quote, original text:

Pag.4 - Maurizio Pallante, *Che cos'è la decrescita?*

"I cittadini consapevoli della necessità di ridurre i rifiuti per ragioni etico- ambientali, non possono non impegnarsi politicamente affinché le pubbliche amministrazioni prendano le decisioni necessarie a realizzare un' efficace sistema di raccolta differenziata, riuso riciclaggio. Ma le scelte delle pubbliche amministrazioni ispirate a criteri di sobrietà non possono ottenere risultati significativi senza la partecipazione consapevole dei cittadini. [...] La sobrietà può essere perseguita come scelta di benessere individuale, ma se si traduce in proposte e scelte politiche, i suoi benefici diventano incomparabilmente migliori".

Pag.6 - Guido Viale, *La civiltà del riuso*, inside front cover

"Non facciamo mai caso che in albergo, al ristorante, al bar, al cinema, dormiamo tra lenzuola e mangiamo in piatti già usati centinaia di volte, ci mettiamo in bocca posate che altri hanno già utilizzato, ci accomodiamo su sedie e poltrone che hanno già sostenuto molti altri corpi. L'appartamento dove viviamo, se non è di nuova costruzione, è già stato abitato da molte altre famiglie. Le città che frequentiamo sono già state utilizzate per centinaia o migliaia di anni. L'intero pianeta è stato ed è usato e condiviso da miliardi di altri esseri umani. Dono, baratto, condivisione, abbandono, esproprio, e saccheggio hanno da sempre un peso molto maggiore di quanto si pensi: l'atteggiamento, i sentimenti e le finalità che accompagnano queste azioni ci svelano la realtà del nostro rapporto con le cose, che è quasi sempre carico di senso e di affetti, ben più delle pulsioni o dei ragionamenti che guidano all'acquisto del "nuovo", dove prevalgono invece sensazioni e scelte imposte dal mercato. Ma il riuso ha potenzialità nascoste: perché le cose che scartiamo ogni giorno sono tantissime e perché il recupero conviene sia a chi cede che a chi acquisisce, riduce il prelievo di materie prime e la produzione di rifiuti, promuove condivisione e commistione di gusti e stili di vita, aumenta l'occupazione. Promuovere il riuso si può fare in breve tempo e con poche risorse."

Pag.15 - Ugo Cornia, *Sulla felicità a oltranza*, 69-70

"Mio padre, [...] tutte le volte che per un caso o per un altro doveva andare da un rottamaio a cercare un pezzo di automobile o delle altre cose, tornava a casa con la faccia di uno che abbia passeggiato per due ore nel paradiso terrestre. [...] Negli anni la passione di mio padre si è spostata dal rottame artistico ai rottami utili, pur continuando lui a trovare qua e là dei pezzi unici decisamente degni di venire usati come soprammobili. [...] Invece a mia madre, molto semplicemente, è sempre dispiaciuto moltissimo che venga buttata via della roba che è ancora utilizzabile. O addirittura bella, anche se non è più di moda. [...] Per lei il recupero più che una passione è sempre stato sentito come un dovere."

Pag.20 - Occhio del Riciclone, *Il settore dell'usato nella gestione dei rifiuti ad Anguillera e Ciampino*, 11

"Stabilita la funzione d'uso, per determinare l'effettiva riusabilità di un bene occorre indicarne lo stato: solo ai beni in perfetto stato è infatti possibile attribuire un valore di mercato; allo stesso tempo per i beni che possono tornare a uno stato perfetto in seguito a un intervento artigianale è importante impostare ragionamenti che stabiliscano l'effettiva sostenibilità economica di un loro ritorno in circolazione in base a una stima del saldo tra i costi dell'adeguamento e il prezzo di mercato. Abbiamo quindi merci in buono stato (dotate di valore di mercato così come sono), in medio stato (riparabili, restaurabili o bisognose di un drastico intervento di igienizzazione), in cattivo stato (irreparabili o irrestaurabili ma possibili fonti di componenti utili alla riparazione o restaurazione di altri pezzi) e in pessimo stato (deteriorate al punto da non poter essere riusate in nessuna delle loro componenti)."

Pag.25 - Repubblica Italiana, *Decreto Legislativo n. 205 del 2010*, Articolo 6

"1. Le pubbliche amministrazioni adottano, nell'esercizio delle rispettive competenze, iniziative dirette a favorire il riutilizzo dei prodotti e la preparazione per il riutilizzo dei rifiuti. Tali iniziative possono consistere anche in: a) misure di incentivazione economica; b) misure logistiche, come la costituzione ed il sostegno di centri e reti accreditati di riparazione/riutilizzo; c)

adozione, nell'ambito delle procedure di affidamento dei contratti pubblici, di idonei criteri e condizioni [...]; d) definizione di obiettivi quantitativi; e) misure educative; f) promozione di accordi di programma con le parti interessate.

2. Con uno o più decreti del Ministero dell'Ambiente e della tutela del Territorio e del Mare di concerto con il Ministero dello Sviluppo Economico, sono adottate le ulteriori misure necessarie per promuovere il riutilizzo dei prodotti e la preparazione dei rifiuti per il riutilizzo, anche attraverso l'introduzione della responsabilità estesa del produttore del prodotto.

3. Le Amministrazioni interessate provvedono agli adempimenti di cui al presente articolo con le risorse umane, strumentali e finanziarie disponibili a legislazione vigente, senza nuovi o maggiori oneri a carico della finanza pubblica.”

Pag.26 - Ministero dell'Ambiente, Programma Nazionale di prevenzione per i rifiuti

“Le azioni nel prossimo futuro riguarderanno la rimozione degli ostacoli normativi che attualmente impediscono la realizzazione di attività utili al raggiungimento dei suddetti obiettivi di riduzione. Occorrerà, inoltre, favorire l'uso di strumenti economici per la riduzione dei rifiuti e la diffusione di accordi volontari affinché questi strumenti raggiungano il risultato più ampio. In ogni caso, occorrerà far tesoro delle buone pratiche locali esistenti facendone conoscere caratteristiche e risultati e favorendone la replicabilità in altri contesti. L'informazione e la sensibilizzazione dei cittadini ricopriranno un ruolo fondamentale per orientare i comportamenti di produzione e consumo verso modelli con minore impatto in termini di produzione dei rifiuti.”

Pag.27 - Regione Lombardia, Programma regionale di gestione dei rifiuti, 621-622

“Il centro del riuso è da intendersi quale luogo destinato alla consegna da parte dei cittadini di beni in buono stato di cui non intendono disfarsi. Tale attività di riutilizzo, poiché consiste nella semplice raccolta e smistamento di beni non rifiuto non necessita di autorizzazione, ai sensi dell' ex art. 208 del D.lgs 152/06, né è fattispecie regolata dal decreto ministeriale 8 aprile 2008 (attività di questo tipo peraltro, sono già svolte presso vari “mercatini dell'usato”, che non si configurano certamente come impianti di trattamento rifiuti). Relativamente alla collocazione di tale attività all'interno di una isola ecologica autorizzata ex art. 208 o di un centro di raccolta ex d.m. 8 aprile 2008, si ritiene possibile tale ipotesi, con alcuni accorgimenti e precisazioni: lo spazio destinato ai beni “non rifiuto” sia ben definito ed individuato anche visivamente, per evitare qualsiasi confusione e commistione tra “rifiuti” e “non rifiuti”; lo spazio deve essere presidiato da personale formato, per lo svolgimento delle operazioni (ricezione, catalogazione, assistenza, registrazione dei beni in uscita) e per evitare che siano portati beni non in buono stato, che invece devono essere conferiti all'attività di raccolta o deposito rifiuti; se emergesse in un secondo tempo l'intenzione di disfarsi di alcuni dei beni portati per il riutilizzo, essi diverrebbero rifiuti e si configurerebbe come produttore il gestore dell'isola del riuso: in tale caso, tali rifiuti dovrebbero essere correttamente gestiti e registrati; il conferimento al centro di raccolta sarebbe pertanto possibile solo nel caso in cui siano assimilati agli urbani.”

Pag.28 - Bundesministeriums der Justiz, Kreislaufwirtschaftsgesetz, Anlage 4, Teil 3 (f)

“Förderung der Wiederverwendung und Reparatur geeigneter entsorgter Produkte oder ihrer Bestandteile, vor allem durch den Einsatz pädagogischer, wirtschaftlicher, logistischer oder anderer Maßnahmen wie Unterstützung oder Einrichtung von akkreditierten Zentren und Netzen für Reparatur und Wiederverwendung, insbesondere in dicht besiedelten Regionen.”

Pag.76 - Occhio del Riciclone, Rapporto Nazionale sul riutilizzo, 93-94

“Un campione di 26.595 cittadini europei appartenente a differenti gruppi sociali e demografici è stato intervistato per via telefonica (linea fissa e mobile) per conto della Direzione Generale Ambiente della Commissione Europea. È risultato che oltre i due terzi degli europei ritiene che il proprio Paese produca troppi rifiuti. Le azioni più comuni che gli intervistati dicono di compiere per ridurre la quantità di rifiuti domestici sono evitare di sprecare cibo e comprare solo il necessario per evitare di produrre altri rifiuti (83% degli intervistati), e fare uno sforzo per far riparare elettrodomestici prima di comprarne nuovi (77%). In tre Paesi, la riparazione di elettrodomestici rotti è l'azione più comune quando si parla di ridurre i rifiuti: Spagna (89%), Lettonia (82%) e Paesi Bassi (82%). Un gran numero di inglesi (87% degli intervistati), danesi (86%) e svedesi (86%) dicono che per loro il principale modo di ridurre i loro rifiuti domestici è donare o vendere beni a fini di riutilizzo. Al contrario, meno della metà degli

intervistati ha dichiarato di farlo in Slovenia (36%), Romania (38%) e Italia (43%). Complessivamente, due europei su tre (67%) donano o vendono prodotti affinché vengano riutilizzati. Fra gli intervistati che affermano di non fare nulla per ridurre i rifiuti domestici, le ragioni più frequentemente addotte sono relative all'idea che la responsabilità della riduzione dei rifiuti debba essere a carico dei produttori e non dei consumatori (41%), o che sia difficile o troppo costoso far riparare gli oggetti e che quindi convenga buttarli nella spazzatura (39%). Libri, CD, DVD e videogiochi sono i prodotti usati che vengono maggiormente acquistati dagli europei (72%), seguiti dai mobili (55%). La maggioranza delle persone in Estonia (63%), Finlandia (55%) e Lettonia (51%) dice che comprerebbe tessuti di seconda mano. In dieci Stati Membri, almeno un quinto delle persone dice che non comprerebbe beni usati da qualcun altro. Romania (40%), Cipro (36%) e Malta (36%) hanno le più alte percentuali di persone che hanno fornito questa risposta. Finlandia e Svezia (entrambe all'8%) hanno il numero più basso di persone che dichiarano che non comprerebbero prodotti di seconda mano.

Secondo Pietro Luppi, Direttore del Centro di Ricerca Occhio del Riciclone, è significativo e degno di analisi che dall'inchiesta risulti un livello di adesione alle offerte di riutilizzo, riparazione ed usato che è inversamente proporzionale alla realtà. Nei paesi europei a reddito più basso infatti il mercato dell'usato è caratterizzato da una domanda maggiore dei paesi a reddito alto, e sono più diffusi i servizi di riparazione. Però, evidentemente, la gente è meno propensa a dichiarare di far ricorso all'usato e alla riparazione perché li associano alla povertà. Nei paesi a reddito più alto le persone fanno meno ricorso all'usato e alla riparazione ma sono orgogliose di dichiararlo perché, sempre di più, associano queste attività alla responsabilità civica e all'ecologismo”.

III. Annexes:

Catalogue of flea and antique markets in Hamburg:

LEGEND :

SECONDHAND ITEMS	Odds and ends, of a second hand nature, either collected from the citizens or by professional sellers.
ANTIQUÉ / DESIGN ITEMS	Antiquities, and items of specific periods and design, it is always part of the second hand market but usually are pieces of artistic and design value, which often can be reflected in their price.
UPCYCLED ITEMS	The market is open also to those who want to sell art and artistic work, or simply those who used second hand items and reinterpreted them.
BRAND NEW ITEMS	The market is open also to those who want to sell brand new items.
FOOD	The market is open also to stands selling food.
SMALL FURNITURE	Chair, coffee table, small shelves, etc.
BIG FURNITURE	Wardrobes, tables, beds, big shelves, etc.
RENOVATED FURNITURE	Furniture that has undergone a renovation (usually when related to antiquities or upcycling work).
PROFESSIONAL TRADERS	The sellers at the market are professional licensed traders.
NON PROFESSIONAL TRADERS	The sellers at the market are regular citizens.
MEMBER (to the association that organizes the market)	The vendor has to be a member of the association responsible for the organization of the market. This usually means that the vendors have to pay a yearly fees as a member, and in some cases extra fees for the specific market they want to be part of. It also can be a sign of higher control and quality standard.
PAYING VISITORS	To enter the market a ticket has to be paid.
PARKING SPACE (for sellers)	A parking space (either within the exposition area or outside) is provided. Although usually it has to be paid for.
PARKING SPACE (for visitors)	The area of the market is closed to a parking area where the visitors can easily park and reach the market.
•	Present
-	Barely present, or possible but barely present
N/A	Information not available

		TYPOLOGY											IN / OUT		DAY			TIME FRAME			
		SECONDHAND	ANTIQUÉ / DESIGN	UPCYCLING / ARTISTIC WORK	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED F.	PROFESSIONAL TRADERS	NON PROFESSIONAL	PAYING VISITORS	PARKING SPACE for sellers	PARKING SPACE for visitors	INSIDE	OUTSIDE	SATURDAY	SUNDAY or FEST	WEEKDAYS	MORNING	AFTERNOON
1	ANTIQUÉ - DESIGN u. VINTAGE MARKET KAMPNAGEL, Jarrestraße 20, 22303 Hamburg	●	●			N/A	N/A	N/A	●	●	N/A	●		●	●	●	●		from 10	to 17	
2	ANTIQUÉ MARKT LANGE REIHE, Carl v. Ossietzky platz, 20099 Hamburg	●				N/A	N/A	N/A	●	●	N/A	N/A	N/A		●	●	●		N/A	N/A	N/A
3	ANTIQUÉ MARKT LANGE REIHE - STRAßENFEST, Baumeisterstraße, 20099 Hamburg	●				N/A	N/A	N/A	●	●	N/A	●	N/A			●	●		N/A	N/A	N/A
4	ANTIQUÉMARKT ALSTERTAL, Heegbarg 31, 22391 Hamburg	●				●	●	●	●		●	●	●	●			●		N/A	N/A	N/A
5	ANTIQUÉMARKT AUF DEM GÄNSEMARKT, Gänsemarkt, 20354 Hamburg	●				N/A	N/A	N/A	●	N/A	N/A	N/A	N/A		●	●			N/A	N/A	N/A
6	ANTIQUÉMARKT COLONNADEN COLLECTORS, Neuer Jungfernstieg, 20354 Hamburg	●				●	●	●	●	●	N/A				●		●		from 10	to 17	
7	ANTIQUÉMARKT im QUARREE EKZ, Wandsbeker Marktstraße, 22041 Hamburg	●				N/A	N/A	N/A	●	N/A	N/A	N/A	N/A	●					N/A	N/A	N/A
8	ANTIQUÉMARKT GALERIE BRAMFELD, Bramfelder Chaussee 230, 22177 Hamburg	●				N/A	N/A	N/A	●	N/A	N/A	N/A	N/A	●			●		N/A	N/A	N/A
9	ANTIQUÉMARKT PÖSELDORF CENTRE, Mittelweg 130, 20148 Hamburg	●				N/A	N/A	N/A	●	●	N/A	N/A	N/A				●		N/A	N/A	N/A

FREQUENCY	ORGANIZER	NOTE	CONTACT
Once a year	Marktkultur; Kampnagel	N/A	marktkultur-hamburg.de
Six times a year	alstermediateam	N/A	alstermediateam.de
Once a year	alstermediateam	N/A	alstermediateam.de
Three times a year	InterAntik Gmbh	Visited on the 18.01.2015	interantik-gmbh.de
Six times a year	alstermediateam	N/A	alstermediateam.de
Seven times a year	Marktkultur	N/A	marktkultur-hamburg.de
Twice a year	alstermediateam	N/A	alstermediateam.de
Four times a year	alstermediateam	N/A	alstermediateam.de
Four times a year	alstermediateam	N/A	alstermediateam.de

FLEA MARKET		TYPOLOGY											IN / OUT		DAY			TIME FRAME				
		SECONDHAND	ANTIQUE / DESIGN	UPCYCLING / ARTISTIC WORK	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED F.	PROFESSIONAL TRADERS	NON PROFESSIONAL	PAYING VISITORS	PARKING SPACE for sellers	PARKING SPACE for visitors	INSIDE	OUTSIDE	SATURDAY	SUNDAY or FEST	WEEKDAYS	MORNING	AFTERNOON	EVENING
1	FLOHDOM TRABRENNBAHN, Luruper Chaussee 30, 22761, Hamburg	●			●	●	●	●	■	●	●		●	●		●		●		from 9	to 17	
2	FLOHDOM RENNBAHNSTRAÙE, Rennbahnstraße 96, 22111, Hamburg	●			●	●	●			●	●		●	●	●	●				from 7	to 15	
3	FLOHMARKT BRAMFELD, Moosrosenweg, 22177 Hamburg	●			●	●	●			●	●		●		●	●				from 7	to 15	
4	FLOHMARKT im ALSTERTAL, Irena-Sendler-Schule, Am Pfeilshof 20, 22393 Hamburg	●					●			●	●			●		●				from 10	to 15	
5	ANTIK u. FLOHMARKT ZUR ALTONALE 17, Platz der Republick, 22765	●	●				●	●	●	●	●	●	N/A		●		●	●		from 9	to 17	
6	FLOHMARKT EPPENDORFER STRAÙENFEST, Hoheluftchaussee 1-2, 20253 Hamburg	●	●				●	●	●	●	●	●	N/A		●		●				from 12	to 22
7	FLOHSCCHANZE, Neuer Kamp 30, 20357 Hamburg	●	●	●		●	●	■		●	●			●	●	●				from 8	to 16	
8	FLOHMARKT MESSEHALLEN, St. Petersburger Straße 1, 20355 Hamburg	●	●	■	■	●	●	■		●	●	●		●	●		●			from 8	to 17	
9	FLOHMARKT: SCHÄTZE ANS LICHT, Moorfuhrweg 9, 22301 Hamburg	●	●				●	●	N/A	●	●			●			●			from 10	to 14	
10	FLOHMARKT BILLSTEDT CENTRE, Möllner Landstraße, 22111 Hamburg	●	■				■			●	●	●	●	●		●				from 10	to 18	
11	FLOHMARKT: HAW - HALLENFLOHMARKT, Lohbrügger Kirchstraße 65, 21033 Hamburg	●	■		●	●	■			●	●	●	●	●		●		●		from 8	to 16	
12	ANTIK u. FLOHMARKT KAMPNAGEL, Jarrestraße 20, 22303 Hamburg	●	●				N/A	N/A	N/A	●	●			●	●		●			from 10	to 17	
13	FLOHMARKT DAT UHLENFEST, Hofweg 2-4, 22087 Hamburg	●	●	●	●	●	N/A	N/A	N/A	●	●	N/A	N/A		●	●	●			N/A	N/A	N/A
14	FLOHMARKT EPPENDORFER LANDSTRAÙENFEST, Eppendorfer Marktplatz, 20251 Hamburg	●	●	●	●	●	N/A	N/A	N/A	●	●	N/A	N/A		●	●	●			N/A	N/A	N/A
15	FLOHMARKT GROÙNEUMARKT, Großneumarkt, 20459 Hamburg	●	●				N/A	N/A	N/A	●	●	●	N/A		●		●			from 10	to 17	

FREQUENCY	ORGANIZER	NOTE	CONTACT
Twice a Week	Kreaktiva GmbH	Visited on the 14.02.2015 - The parking space of the Trabrennbahn is transformed into a large flea market. There are also plenty of vendor dealing with furniture of various size, period, quality, and price.	kreaktiva.de
Once a Week	Kreaktiva GmbH	Visited on the 14.02.2015 - Inside is a market with a variety of vendors and tables, the space is narrow and bit too crowded. Outside instead there are mostly people with cloth on the floor where their objects are exposed.	kreaktiva.de
Once a Week	Menschen & Märkte Veranstaltungen	Visited on the 14.02.2015 - Located in the parking lot of the Office "Otto", it is a rather small flea market. There are not a lot of furniture beside few small pieces, as chairs and coffee table.	mumverlag.de
Once a year	Mediali GmbH	Visited on the 21.02.2015	flohmarkt-alstertal.de
Once a year	Marktkultur	N/A	marktkultur-hamburg.de
Twice a year	Marktkultur	N/A	marktkultur-hamburg.de
Once a Week	Marktkultur	Visited on the 14.02.2015 - Located in a medium-large pedestrian area, it is a well organized market, with regular vendor that can be found every week, and non regular one. It is one of those flea market where you can find everything, from big size furniture to small spoons and memorabilia from various periods.	marktkultur-hamburg.de
Twice a year	Melan macht Märkte - Veranstaltungen GmbH	Visited on the 15.02.2015 A huge flea market that takes place within 2-3 halls of the Hamburg Fair site. Approximately 500 dealers and exhibitors, around 8,000 visitor.	melan.de
Four times a year	Goldbekhaus	N/A	
Three times a year	Menschen & Märkte Veranstaltungen	Visited on the 15.02.2015 - Located inside the Bilstedt Mall on Sunday when all the shops are closed, it is a fairly large flea market, where most of the vendors are citizens, but not only. There are not many furniture beside small ones.	mumverlag.de
Four times a year	Hochberg-flohmarkt	Visited on the 8.03.2015	hochberg-flohmarkt.de
Once a year	Marktkultur; Kampnagel	N/A	marktkultur-hamburg.de
Once a year	Bergmanngruppe	N/A	bergmann-gruppe.net
Once a year	Bergmanngruppe	N/A	bergmann-gruppe.net
Four times a year	Marktkultur	N/A	marktkultur-hamburg.de

FLEA MARKET		TYPOLOGY										IN / OUT		DAY			TIME FRAME					
		SECONDHAND	ANTIQUÉ / DESIGN	UPCYCLING / ARTISTIC WORK	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED F.	PROFESSIONAL TRADERS	NON PROFESSIONAL	PAYING VISITORS	PARKING SPACE for sellers	PARKING SPACE for visitors	INSIDE	OUTSIDE	SATURDAY	SUNDAY or FEST	WEEKDAYS	MORNING	AFTERNOON	EVENING
16	FLOHMARKT HOHELUFTHAUSEE, Eppendorfer Weg 280-287, 20251 Hamburg	●	●	●			N/A	N/A	N/A	●	●		●	N/A	●		●			N/A	N/A	N/A
17	FLOHMARKT KULTUR, Wiesendamm 3, 22305 Hamburg	●	●				N/A	N/A	N/A	●	●		●	N/A	●		●			from 9	to 17	
18	FLOHMARKT AM TURMWEG, Turmweg 606, 20148 Hamburg	●	■				N/A	N/A	N/A	●	●		N/A	N/A	●	●				N/A	N/A	N/A
19	FLOHMARKT NACHBARSCHAFT HERTHA STRASSE, Herthastrasse, 22179 Hamburg	●	●		●		N/A	N/A	N/A	●			N/A	●	●		●			from 9	to 16	
20	FLOHMARKT u. STADTTEILTREFF, Wohldorfer Straße 30, 22081 Hamburg	●	N/A	N/A	N/A	N/A	N/A	N/A	N/A	●					●	●	●			from 11	to 16	
21	FLOHMARKT DRINNEN UNA DRAUßEN, Hospitalstraße 107, 22767 Hamburg	●				■				●					●	●	●			from 10	to 16	
22	FLOHMARKT ANWOHNER GRELCKSTRASSE, Behrmannplatz, 22529 Hamburg	●					N/A	N/A	N/A	●					●		●			from 10	to 17	
23	FLOHMARKT BUNTE MEILE, Bergstedter Kirchenstraße 7, 22395 Hamburg	●					N/A	N/A	N/A	●			N/A	N/A	●		●			from 10	to 16	
24	FLOHMARKT EIMSBÜTTEL ANWOHNER, Else-Rauch-Platz, 20255 Hamburg	●					N/A	N/A	N/A	●			N/A	N/A	●					N/A	N/A	N/A
25	FLOHMARKT EPPENDORF MARIE-JONAS-PLATZ, Kümmelstraße, 20249 Hamburg	●					N/A	N/A	N/A	●			●		●		●			from 10	to 16	
26	FLOHMARKT SPIELBUDENPLATZ, Spielbudenplatz, 20359 Hamburg	●					N/A	N/A	N/A	●					●		●			from 9	to 16	
27	GROßER FRÜHLINGSFLOHMARKT, Poppenbütteler Bogen 94, 22399 Hamburg	●					N/A	N/A	N/A	●			●	N/A	●		●			from 9	to 15	
28	FLOHMARKT EIMSBÜTTEL, Grundstraße 6, 20257 Hamburg	●					N/A	N/A	N/A	N/A	●		●	N/A	●		●	●		N/A	N/A	N/A
29	FLOHZINN im MÄRZ, Am Veringhof 7, 21107 Hamburg	●					N/A	N/A	N/A	N/A	●		N/A	N/A	●		●			from 9	to 17	
30	FLOHMARKT HANDELSHOF, Nartenstraße 31, 21079 Hamburg	●			N/A	N/A	N/A	N/A	N/A	●	●				●	●	●			from 8	to 16	

FREQUENCY	ORGANIZER	NOTE	CONTACT
Once a year	Menschen & Märkte Veranstaltungen	N/A	mumverlag.de
Five times a year	Marktkultur; Museum der Arbeit Event Marketing e.V.	N/A	marktkultur-hamburg.de
Twice a year	Bürgerverein vor dem Dammtor	N/A	
Four times a year	Brakula - Kultur im Brandfeld	N/A	
Once a Month	Barmbek-basch	N/A	barmbek-basch.info
Once a Month	HAUS-DREI	Visited on the 8.03.2015	haus-drei.de
Once a year	Kulturhaus Eppendorf	N/A	flohmarkt-eppendorf.de
Once a year	Heimaring Bergstedt e.V.	N/A	begegnungsstaette-bergstedt.de
Nine times a year	Eimsbüttel Anwohner	N/A	else-rauch-platz.de
Twice a year	Kulturhaus Eppendorf	N/A	flohmarkt-eppendorf.de
Twice a year	Spielbudenplatz Betreibergesellschaft mbH	N/A	spielbudenplatz.eu
Once a year	Mediali GmbH	N/A	flohmarkt-alstertal.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Once a Month	Wilhelmsburger Zinnwerke	N/A	
Four times a year	Aktuell Veranstaltungen	N/A	

FLEA MARKET		TYPOLOGY												IN / OUT		DAY			TIME FRAME					
		SECONDHAND	ANTIQUÉ / DESIGN	UPCYCLING / ARTISTIC WORK	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED F.	PROFESSIONAL TRADERS	NON PROFESSIONAL	PAYING VISITORS	PARKING SPACE for sellers	PARKING SPACE for visitors	INSIDE	OUTSIDE	SATURDAY	SUNDAY or FEST	WEEKDAYS	MORNING	AFTERNOON	EVENING		
31	FLOHMARKT REWE im TONDO, Tonndorfer Hauptstraße 67, 22045 Hamburg	●				N/A	N/A	N/A	N/A	●	●			●	●				●			from 8	to 16	
32	FLOHMARKT ROLLER PARKPLATZ, Poppenbüttler Weg 15, 22339 Hamburg	●				N/A	N/A	N/A	N/A	●	●				●				●			from 8	to 16	
33	FLOHMARKT in der FABRIK, Barnerstraße 36, , 22765 Hamburg	●				N/A	N/A	N/A	N/A	●	●		N/A	N/A	●				●			from 9	to 15	
34	FLOHMARKT E-CENTER GILLERT, Wandsbeker Chaussee 248, 22089 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	●	●			●			N/A	N/A	N/A
35	FLOHMARKT EDEKA MEYER, Ölmühlenweg 4, 22047 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	■	●			●			N/A	N/A	N/A
36	FLOHMARKT EKZ BERLINER PLATZ, Berliner Platz, 22045	●			●	●	N/A	N/A	N/A	●	●		●	N/A	■	●			●			from 8	to 16	
37	FLOHMARKT EKZ SCHREYERRING, Schreyerring, 22309 Hamburg	●			●	●	N/A	N/A	N/A	●	●		N/A	N/A	■	●			●			N/A	N/A	N/A
38	FLOHMARKT HORNBACH BAUMARKT, Holsteiner Chaussee 49, 22523 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A		●			●			N/A	N/A	N/A
39	FLOHMARKT LANGENHORN NORDERSTEDT, Schmuggelstieg 10-13, 22419 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	■	●	●	●				N/A	N/A	N/A
40	FLOHMARKT P+R - OHLSDORF, Sommerkamp, 22335 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	●				●			N/A	N/A	N/A
41	FLOHMARKT P+R BERNE, Berner Heerweg 407, 22159 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	●				●			N/A	N/A	N/A
42	FLOHMARKT SELGROS NORDERSTEDT, Gutenbergring 2-12, 22848 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A		●			●			N/A	N/A	N/A
43	FLOHMARKT SELGROS ÖJENDORF, Glinder Straße 1, 22117 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A	■				●			N/A	N/A	N/A
44	FLOHMARKT STILL, Berzeliusstraße 5, 22113 Hamburg	●			●	●	N/A	N/A	N/A	●	●		●	N/A		●			●			N/A	N/A	N/A
45	FLOHMARKT IMMENHOF, Uhlenhorst, 22087 Hamburg	●	●	N/A			N/A	N/A	N/A	●	N/A		N/A	N/A		●			●			N/A	N/A	N/A

FREQUENCY	ORGANIZER	NOTE	CONTACT
Four times a year	Aktuell Veranstaltungen	N/A	
Once a year	Aktuell Veranstaltungen	N/A	
Four times a year	Fabrik Kultur Zentrum	N/A	fabrik.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Twice a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Eight times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	Menschen & Markte Veranstaltungen	N/A	mumverlag.de
Four times a year	alstermediateam	N/A	alstermediateam.de

FLEA MARKET		TYPOLOGY											IN / OUT		DAY			TIME FRAME			
		SECONDHAND	ANTIQUÉ / DESIGN	UPCYCLING / ARTISTIC WORK	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED F.	PROFESSIONAL TRADERS	NON PROFESSIONAL	PAYING VISITORS	PARKING SPACE for sellers	PARKING SPACE for visitors	INSIDE	OUTSIDE	SATURDAY	SUNDAY or FEST	WEEKDAYS	MORNING	AFTERNOON
46	FLOHMARKT HANSAPLATZ, Hansaplatz, 20099 Hamburg	●	■	N/A		N/A	N/A	N/A	●	N/A		N/A	N/A	●		●			N/A	N/A	N/A
47	FLOHMARKT OSTERFELDSTRABE, Osterfeldstraße 30-40, 22529 Hamburg	●			●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
48	FLOHMARKT EDEKA CENTER - EIDELSTEDT, Hörgensweg 5, 22527 Hamburg	●			●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
49	FLOHMARKT FAMILIA STEILSHOOP, Eichenlohweg 17, 22309 Hamburg	●			●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
50	FLOHMARKT IKEA - MOORFLEET, Unterer Landweg 77, 22113 Hamburg	●			●	●	N/A	N/A	N/A	N/A		●	●	●		●			N/A	N/A	N/A
51	FLOHMARKT MARKPLATZ LANGENHORN, Langenhorner Markt 1, 22415 Hamburg	●				N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
52	FLOHMARKT METRO - HARBURG, Großmoorbogen 1, 21079 Hamburg	●			●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
53	FLOHMARKT METRO - NIENDORF, Papenreye 33, 22453 Hamburg	●			●	N/A	N/A	N/A	N/A	N/A		●	N/A	●	●	●			N/A	N/A	N/A
54	FLOHMARKT EDEKA CENTER - BRAMFELD, Bramfelder Chaussee 84, 22177 Hamburg	●	●		●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A
55	FLOHMARKT HAUNI, Kurt A. Körber Chaussee 43-47, 21033 Hamburg	●	●		●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●	●		N/A	N/A	N/A
56	FLOHMARKT IKEA - SCHNELSEN, Wunderbrunnen 1, 22457 Hamburg	●	●			N/A	N/A	N/A	N/A	N/A		●	●	●		●			N/A	N/A	N/A
57	FLOHMARKT METRO - RAHLSTEDT, Bargkoppelweg 50, 22145 Hamburg	●	●		●	N/A	N/A	N/A	N/A	N/A		●	N/A	●		●			N/A	N/A	N/A

FREQUENCY	ORGANIZER	NOTE	CONTACT
Twice a year	alstermediateam	N/A	alstermediateam.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Twice a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Six times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Twice a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Ten times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Twice a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de
Four times a year	Hochberg-flohmarkt	N/A	hochberg-flohmarkt.de

Catalogue of shops and other activities related to reuse in Hamburg:

LEGEND :

SECONDHAND	The shop sells secondhand furniture, of no particular artistic or historic value.
ANTIQUE	The shop sells furniture of artistic and artisan value: as antique (pre-industrial period, so usually hand made) usually pre 20 th century.
VINTAGE	The shop sells furniture of artistic and artisan value, as vintage or furniture made in the post industrial period, with specific design from the 1930s to the 1970s.
NEW DESIGN	The shop sells furniture that has been reinterpreted, using secondhand furnitures or recycling their materials (or any other source of wood, metal or other materials).
SMALL FURNITURE	Chair, coffee table, small shelves, etc.
BIG FURNITURE	Wardrobes, tables, beds, big shelves, etc.
VARIETY	The shops as an eXtra Small, Small, Medium, Large or eXtra Large variety of furniture.
ONLY or mainly FURNITURE	The shop sells only or at least mainly furniture.
REUSE	The shop promote reuse. It sells products that have already been used, without to intervene on them.
PREPARATION TO REUSE	The activity recovers furniture that has already entered the stream of waste and is prepared to be sold again as secondhand furniture.
RESTORATION WORKSHOP	Usually present where antiquities are sold. It is a workshop for the restoration of furniture.
UPCYCLING	It's a workshop with the scope to create new designs using recycled materials and objects rather than raw materials.
SHOP - profit	The activity is a business.
ASSOCIATION / ENTERPRISE	An association or private enterprise has developed a charitable activity as a parallel project to their usual activities.
ASSOCIATION - non profit	The activity is managed by an association with charitable scopes, based on voluntary work force.
CITY INSTITUTE	The activity is managed, financed or provided by the city itself, as a service to the citizens.
DONATIONS	The shop or associations works on donations, the furniture is provided as donations from privates.
ON CONSIGNMENT	The furniture is provided by privates on consignment, the ownership is kept until the items are sold.
BUYING AND SELLING	The furniture sold in the shop has been bought and it is a possession of the vendor, who will sell it again, supposedly after having intervened in someway on it. Some times these activities buy in the city they are in, but often they also do not, and they hunt for specific secondhand furniture around the country and abroad.
HOME COLLECTION	It is possible usually under a payment to have the furniture collected from their home to be brought at the shop.
HOME DELIVERY	It is possible under payment to require that the items purchased will be delivered directly at home.
	<ul style="list-style-type: none"> • Present - Barely or partialy present
N/A	Information not available

	NEW DESIGN / UPCYCLING SHOP	WORKSHOP	DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE						ACTIVITIES				TYPOLOGY OF THE SHOP									
				SECONDHAND	ANTIQUE	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY or mainly FURNITURE	VARIETY	REUSE	PREP. to REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	ASSOCIATION / ENTERPRISE	ASSOCIATION - non profit	CITY INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND SELLING	HOME COLLECTION
1	MÖBEL VERRÜCKT, Westerkamp 13, 22043 Hamburg		N/A	■			●	●		●			●	■							■		
2	ENTWURF DIREKT, Eulenstraße 81, 22765 Hamburg		200 sqm				●	●	●	●	S		●	●							■		
3	LOCKENGELÖT, Marktstraße 119, 20357 Hamburg		40 sqm				●	●			XS		●	●							■	N/A	N/A
4	SHRINE ART, Überseering 23 - 25, 22297 Hamburg		N/A				●	●	●	■			●	●							■		

1	OFFENE METAL- HOLZWERKSTATT, Hospitalstraße 107, 22767 Hamburg		N/A										●	■							●		
2	BAUER+PLANER, Ernst-August-Deich 27 21107 Hamburg		N/A										●	●							●		
3	FRAUENHANDWERKSTATT, Elsässer Straße 4 22049 Hamburg		N/A										●	●							●		
4	HONIGFABRIK, Industriestraße 125-131 21107 Hamburg		N/A										●	●							●		

WEBSITE	NOTE / IMPRESSIONS
moebelverrueckt.de	N/A - It is possible to buy the upcycled Furniture only through the internet
entwurf-direkt.de	Visited on the 20.3.2015
lockengeloet.com	Visited on the 11.3.2015
shrineart.de	N/A

Haus-drei.de	N/A
bauer-planer.de	N/A
frauenhandwerkstatt.de	N/A
honigfabrik.de	N/A

SECONDHAND SHOP		DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE					ACTIVITIES				TYPOLOGY OF THE SHOP								
			SECONDHAND	ANTIQUÉ	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY or mainly FURNITURE VARIETY	REUSE	PREP. To REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	ASSOCIATION / ENTERPRISE	ASSOCIATION - non profit CITY INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND SELLING	HOME COLLECTION
1	STILBRUCH - WANDSBEK, Helbingstraße 63, 22047 Hamburg	2300 sqm	●				●	●		XL	●	●			●	■		■	N/A	N/A
2	STILBRUCH - ALTONA, Ruhrstraße 51, 22761 Hamburg	N/A	●				●	●		N/A	●	●			●	■		■		
3	SPENDA BEL ST.PAULI, Feldstraße 37, 20357 Hamburg	80 sqm	●				●	●		M	●			●	■	●				
4	MÖBELHILFE SÜDERELBE, Buxtehuder Straße 9a , 21073 Hamburg	2000 sqm	●				●	●	●	XL	●		■		●	■	●		●	
5	MÖBELBERGEDORF, Alte Holstenstraße 42, Hamburg	400 sqm	●				●	●	●	N/A	●			●		●			●	●
6	SPENDA BEL BILLSTEDT, Gundermannstrasse 8, 22119 Hamburg	N/A	●				●	●		N/A	●			●	■	●				
7	SPENDA BEL WILHELMSBURG, Am Veringhof 15, 21107 Hamburg	N/A	●				●	●		N/A	●			●	■	●				
8	MÖBELKELLER, Heinrichstraße 14, 22769 Hamburg	N/A	●				●	●	●	N/A	●		■		●	●			●	
9	KLEINMÖBELLAGER, Stresemannstraße 136, 22769 Hamburg	N/A	●				●		●	N/A	●		■	●		●			●	
10	APELLOS - TRÖDELBOX, Dohlenweg 14 - 22305 Hamburg	N/A	●		■		●	●		S	●			●				●	●	N/A
11	SECONDHAND-KAUFHAUS, Von-Bargen-Straße 18, 22041 Hamburg	800 mq	●		■		●	●	●	XL	●			●		●		■	●	N/A
12	KIEFERNRAUSCH, Tarpenbekstrasse 51, 20251 Hamburg	100 sqm	●		■	●	●	●	●	M	●	●		●			●	●	N/A	N/A
13	GENBRUG, Schulterblatt 116, 20357 Hamburg	150 sqm	●		■		●	●		M	●			●				●		
14	HAMBURGS KLEINSTES KAUFHAUS, Bahrenfelder Staße. 207 , 22765 Hamburg	30 sqm	●				●			XS	●			●				■		
15	GET IT USED, Großmannstraße 129, 20539 Hamburg	N/A	●		■		●	●	●	XL	●			●				■		●
16	ZINNOBER, Weidenstieg, 20259 Hamburg	70 sqm	●		■		●	●	●	S	●		●	●				■	N/A	N/A

WEBSITE	NOTE / IMPRESSIONS
stilbruch.de	Visited on the 11.3.2015
stilbruch.de	N/A
einfal.de/projekte/spenda-bel	Visited on the 25.3.2015 - It is social project from a profit company in the form of a charity shop, and only people that have low incomes are allowed to buy here, while everyone can donate their objects. The buyers are required to provide documents certifying their low income.
moebelhilfe-suederelbe.de	N/A - It is charity shop managed by a profit company but remunerated by the Auftrag von jobcenter, Behörde für Schule und Berufsbildung (BSB), Behörde für Arbeit, Soziales, Familie und Integration (BASFI). The buyers are required to provide documents certifying their low income.
sprungbrett-hh.de	N/A - It is a charity shop, and only people that have low incomes are allowed to buy here, while everyone can donate their objects. The buyers are required to provide documents certifying their low income. At the same time they operate to decrease unemployment.
einfal.de/projekte/spenda-bel	N/A - It is social project from a profit company in the form of a charity shop, and only people that have low incomes are allowed to buy here, while everyone can donate their objects. The buyers are required to provide documents certifying their low income.
einfal.de/projekte/spenda-bel	N/A - It is social project from a profit company in the form of a charity shop, and only people that have low incomes are allowed to buy here, while everyone can donate their objects. The buyers are required to provide documents certifying their low income.
moebelkeller.mookwat.de	N/A - Mook and Wat Verein, only people that have low incomes are allowed to buy here, while everyone can donate their objects. The buyers are required to provide documents certifying their low income.
ak-loek.de/Kleinmoebel	N/A
trödelbox.de	N/A
	N/A
kiefernrausch.de	Visited on the 20.3.2015
	Visited on the 20.3.2015
	Visited on the 11.3.2015
getitused.de	N/A - Their peculiarity is to be specialized in Office Furniture, they acquire furniture from the clearing out of large furniture manufacturers and their retail partners
	Visited on the 11.3.2015

ANTIQUÉ AND VINTAGE SHOP		DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE						ACTIVITIES				TYPOLOGY OF THE SHOP									
			SECONDHAND	ANTIQUÉ	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY or mainly FURNITURE	VARIETY	REUSE	PREP. To REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	ASSOCIATION / ENTERPRISE	ASSOCIATION - non profit	CITY/INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND SELLING	HOME COLLECTION
1	ANTIQUITÄTEN CARSTEN BRUNDERT, Tarpenbekstraße 82, 20251 Hamburg	70 sqm		●	■		●	●	●	M	●			●					●	●	N/A	N/A
2	ANTIK CENTRE, Klosterwall 9-21, 20095 Hamburg	1500 sqm		●			●	●	■	L	●	■		●					N/A	●	N/A	N/A
3	ANTIQUITÄTEN GÜNTER RUSCH, Amtsstraße 20, 22143 Hamburg	500 sqm		●			●	●	■	L	●			●						●	N/A	N/A
4	KUNSTHANDEL HELMRICH, Blankeneser Hauptstraße 28 A 22587 Hamburg	N/A		●			●				●			●						●	●	
5	ANTIQUITÄTEN, KUNST, SAMMLUNGEN, Schanzstraße 69, 20357 Hamburg	N/A		●			●	●		N/A	●	N/A		●						■		
6	ANTIK RETTER HAMBURG, Barmbeker Straße 185 22299 Hamburg	N/A		●			●	●	●		●	●		●						■		
7	D'OR, Eppendorfer Baum 6, 20249 Hamburg	N/A			●		●			S	●			●						■	N/A	N/A
8	WIRTSCHAFTSWUNDER-WELT, Gertigstrasse 67, 22303 Hamburg	N/A			●		●			N/A	●	N/A		●						■		

WEBSITE	NOTE / IMPRESSIONS
brundert-hamburg.de	Visited on the 20.3.2015
	Visited on the 12.3.2015 It's a covered market with more than 25 different vendors of antiques.
rusch-antik.de	N/A
kunsthandel-helmrich.de	N/A
antikhandel-hamburg.de	N/A
antik-retter.de	N/A
d-or.de	N/A
antik-center-hamburg.de	N/A

Catalogue of flea and antique markets in Milan:

LEGEND :

SECONDHAND ITEMS	Odds and ends, of a secondhand nature, either collected from the citizens or by professional sellers.
ANTIQUÉ / DESIGN ITEMS	Antiquities, and items of specific periods and design, it is always part of the secondhand market but usually are pieces of artistic and design value, which often can be reflected in their price.
UPCYCLED ITEMS	The market is open also to those who want to sell art and artistic work, or simply those who used secondhand items and reinterpreted them.
BRAND NEW ITEMS	The market is open also to those who want to sell brand new items.
FOOD	The market is open also to stands selling food.
SMALL FURNITURE	Chair, coffee table, small shelves, etc.
BIG FURNITURE	Wardrobes, tables, beds, big shelves, etc.
RENOVATED FURNITURE	Furniture that has undergone a renovation (usually when related to antiquities or upcycling work).
PROFESSIONAL TRADERS	The sellers at the market are professional licensed traders.
NON PROFESSIONAL TRADERS	The sellers at the market are regular citizens.
MEMBER (to the association that organizes the market)	The vendor has to be a member of the association responsible for the organization of the market. This usually means that the vendors have to pay a yearly fees as a member, and in some cases extra fees for the specific market they want to be part of. It also can be a sign of higher control and quality standard.
PAYING VISITORS	To enter the market a ticket has to be paid.
PARKING SPACE (for sellers)	A parking space (either within the exposition area or outside) is provided. Although usually it has to be paid for.
PARKING SPACE (for visitors)	The area of the market is closed to a parking area where the visitors can easily park and reach the market.
FOOD and DRINKS	Some times the market are in areas where there are already bar or restaurant of some sort of food retailer, that maybe interested in being open also during the day of the market.
•	Present
-	Barely present, or possible but barely present
N/A	Information not available

ANTIQUÉ AND FLEA MARKETS		TYPOLOGY											IN/OUT		DAY		TIME FRAME		FREQUENCY			
		SECONDHAND	ANTIQUÉ / DESIGN	UPCYCLING	NEW	FOOD	SMALL FURNITURE	BIG FURNITURE	RENOVATED FURNITURE	PROFESSIONAL TRADERS	NON PROFESSIONAL MEMBER	PARKING SPACE sellers	PARKING SPACE visitors	FOOD / DRINKS	IN	OUTSIDE	SATURDAY	SUNDAY or FEST		WEEKDAYS	MORNING	AFTERNOON
1	MERCATINO DELL'USATO, Piazza Tirana	●	■	■			●	●	●		●	●	●		●		●			From 7	To 15	Once a week
2	MERCATINO DELL'USATO, Parking area Assago	●	■	■			●	N/A	N/A		●	●		N/A		●	●			From 7	To 15	Once a week
3	FESTIVAL PARK, Piazzale Cuoco	●		●	●		■	■		■	●	●	●		●	●	●	●		From 7	To 15	Twice a week
4	IL MERCATINO BOVISA, Piazza Emilio Alfieri	●	■		■		■		●	●	N/A	●	●		●		●			From 7	To 14	Once a week
5	FIERA DI SINIGAGLIA, Via Mario Pagano	●	●		●	●	N/A	N/A	N/A	●	■	●		N/A		●	●			From 8	To 18	Once a week
6	FIERA DI SINIGAGLIA, Ripa di Porta Ticinese	●	●		●		●		●	■	●		●		●	●				From 8	To 18	Once a week
7	MERCATO ANTIQUARIATO, Piazza Diaz		●				●	●	●	●		N/A	N/A	N/A		●		●		From 8	To 19	Three times a month
8	MERCATINO, Via Spallanzani		●				N/A	N/A	N/A	●			N/A	N/A	N/A	●	●	●		From 8	To 19	Three times a month
9	MERCATO DEI NAVIGLI, Via Valenza	■	●	N/A	N/A	●	●	●	N/A	●			N/A		●		●			From 9	To 18	Once a month

ORGANIZER	NOTE / IMPRESSIONS	CONTACT
Associazione Piccoli Antiquari Ambrosiani	Visited on the 01.03.15 - Very large market of circa 10 040 sqm. There are other 100 stands either with table and tent or simply with cloth lying on the floor. The stands with furniture are few creating a fair amount of choice between large and small furniture.	+39 331 586 8336
Associazione Piccoli Antiquari Ambrosiani	N/A	+39 331 586 8336
Società Parkomodo, Festival park	Visited on the 01.03.15 - Around 11 400 sqm of covered stands. It is the largest space for exchange of used (but also never used) goods in Milan. There was only one stand selling furniture, so with this exception almost everything else can be found.	festivalpark.it
Associazione Gaia	Visited on the 01.03.15 - Around 4110 sqm, compared to other market, it is rather small. On this day there was no furniture at all, however it doesn't mean that in other days there couldn't be. The majority of the vendors and the buyers are immigrants.	lagaiadimilano@libero.it
Associazione Fiera di Sinigallia	N/A	fieradisinigaglia.it
Associazione Fiera di Sinigallia	Visited on the 28.02.15 - Around 4000 sqm, of stands along the naviglio. The stands dedicated to furniture were only a couple and with few pieces. The entire fair was well organized with tables and tents.	fieradisinigaglia.it
Mercatini e Curiosità, ASCO DUOMO	N/A	mercatiniecuriosita.com
Mercatini e Curiosità, ASCO DUOMO	N/A	mercatiniecuriosita.com
Associazione culturale Navigli Live	N/A	naviglilive.it

Catalogue of shops and other activities related to reuse in Milan:

LEGEND :	
SECONDHAND	The shop sells secondhand furniture, of no particular artistic or historic value.
ANTIQUE	The shop sells furniture of artistic and artisan value: as antique (pre-industrial period, so usually hand made) usually pre 20 th century.
VINTAGE	The shop sells furniture of artistic and artisan value, as vintage or furniture made in the post industrial period, with specific design from the 1930s to the 1970s.
NEW DESIGN	The shop sells furniture that has been reinterpreted, using secondhand furniture or recycling their materials (or any other source of wood, metal or other materials).
SMALL FURNITURE	Chair, coffee table, small shelves, etc.
BIG FURNITURE	Wardrobes, tables, beds, big shelves, etc.
VARIETY	The shops as an eXtra Small, Small, Medium, Large or eXtra Large variety of furniture.
ONLY or mainly FURNITURE	The shop sells only or at least mainly furniture.
REUSE	The shop promote reuse. It sells products that have already been used, without to intervene on them.
PREPARATION TO REUSE	The activity recovers furniture that has already entered the stream of waste and is prepared to be sold again as secondhand furniture.
RESTORATION WORKSHOP	Usually present where antiquities are sold. It is a workshop for the restoration of furniture.
UPCYCLING	It's a workshop with the scope to create new designs using recycled materials and objects rather than raw materials.
SHOP - profit	The activity is a business.
SOCIAL COOPERATIVE - profit	The activity is a business where the profit is destined to project for solidarity /social development.
ASSOCIATION - non profit	The activity is managed by an association with charitable scopes, based on voluntary work force.
CITY INSTITUTE - government	The activity is managed or provided by the city itself, as a service to the citizens.
DONATIONS	The shop or association works on donations, the furniture is provided as donations from privates.
ON CONSIGNMENT	The furniture is provided by privates on consignment, the ownership is kept until the items are sold.
BUYING AND SELLING	The furniture sold in the shop has been bought and it is a possession of the vendor, who will sell it again, supposedly after having intervened in someway on it. Some times these activities buy in the city they are in, but often they also do not, and they hunt for specific secondhand furniture around the country and abroad.
HOME COLLECTION	It is possible usually under a payment to have the furniture collected from their home to be brought at the shop.
HOME DELIVERY	It is possible under payment to require that the items purchased will be delivered directly at home.
	<ul style="list-style-type: none"> • Present - Barely or partially present
N/A	Information not available

NEW DESIGN / UPCYCLING SHOP WORKSHOP		DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE								ACTIVITES			TYPOLOGY OF THE SHOP									
			SECONDHAND	ANTIQUÉ	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY FURNITURE	VARIETY	REUSE	PREP. To REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	SOCIAL COOPERATIVE - profit	ASSOCIATION - non profit	CITY INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND/OR SELLING	HOME COLLECTION	HOME DELIVERY
1	100FA VINTAGE, Viale Col di Lana 8, 20136 Milano	310 sqm	●	●	■	●	●	●	L	●		●	●	●							■		
2	BRANDSTORMING (cromARTica), Via Corsico 3, Milano	60 sqm				●	●	■	S				●	●							■		
3	COSTANZA ALGRANTI, Via Guglielmo Pepe 20 - 28, Milano	N/A				●	●	●	N/A				●	●							■	N/A	N/A
4	COSE PER CASO, via Tadino 6, 20124 Milano	40 sqm				●	●		XS				●	●							■		

1	LABORATORIO PUBBLICO TERRA DEL FUOCO, Via Caianello 2, Milano	N/A										●	■			●							
2	BRICHECO, Via G. De Castillia 26, Milano	N/A										●	●			●							
3	RIGENERIAMO, Via Folli 32, Milano	N/A										●	●			●							

WEBSITE	NOTE / IMPRESSIONS
100fa.it	Visited on the 26.02.15 - They tend to buy used furniture abroad, restore it and in some case adapt it to new uses. They have a particular interest for old industrial furniture (as wood carts and wood cases for the transportation of foods and liquids).
brandstorming.it cromartica.com	Visited on the 04.03.15 - Opened since last year (April 2014), today it has developed into an exhibition of different upcycling artists, one of them is cromARTica, which creates furniture from old furniture, either restoring it or modifying its nature.
costanzaalgranti.it	N/A
cosepercaso.it	Visited on the 27.02.15 She works mostly on commission and buys only items that are of inspiration to create something.

terraddelfuoco.eu	N/A - Public workshop
lastecca.org	N/A - Public workshop
rigeneriamo.net	N/A - It is a NGO (OIKOS) in a partnership with a cultural associations (Streetstudio), and supported by "fondazione Cariplo"

	SECONDHAND SHOP	DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE				ACTIVITES			TYPOLOGY OF THE SHOP													
			SECONDHAND	ANTIQUÉ	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY FURNITURE	VARIETY	REUSE	PREP. To REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	SOCIAL COOPERATIVE - profit	ASSOCIATION - non profit	CITY INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND SELLING	HOME COLLECTION	HOME DELIVERY
1	ALEX E STEFI IL MERCATINO DELL'USATO, Via A. Bono Cairoli 11, Milano	1500 sqm	●	■	■		●	●	●	XL	●		■		●						●	●	●
2	CENTRO RISPARMIO ARREDAMENTI, Piazza Tirana 20, Milano	580 sqm	●				●	●	●	L	●		■		●						●	●	●
3	AL MERCATINO TRA NOI E VOI, Via Marcora 8, Milano	280 sqm	●	■	●		●	●		L	●				●				●			●	●
4	BLITZ BOVISA, Via Enrico Cosenz 44/4, 20158 Milano	2500 sqm	●	■	●		●	●	●	XL	●				●					●		●	●
5	DEJAVU, Via Ragusa 12, Milano	100 sqm	●				●			XS	●				●				●				
6	DI TUTTO DI PIU', Via Luigi Ornato 140, 20162 Milano	270 sqm	●	■	■		●	●		M	●				●				●			N/A	N/A
7	IL MERCATINO DI MILANO, Via Imperia 28, 20142 Milano	500 sqm	●	●	■		●	●		S	●				●				●			●	●
8	IN e OUT USATO DA USARE, Via Palmieri 46, Milano	2220 sqm	●	●	●		●	●	●	XL	●				●				●	■		●	●
9	MERCATINO, Piazza Amati 3, Milano	670 sqm	●	■	■		●	●		L	●				●				●			●	●
10	MERCATINO, Via Monti Sabini 9, Milano	500 sqm	●	■	■		●	●		L	●				●				●			●	●
11	MERCATOPOLI, Via Giambellino 13, Milano	390 sqm	●	■	■		●	●		M	●				●				●			●	●
12	PROPS DELL'USATO OUTLET, Via Guido da Velate 9, 20162 Milano	490 sqm	●	■	■		●	●		M	●				●				●			●	●
13	DI MANO IN MANO, Viale Espinasse 99, Milano	560 sqm	●	●	●		●	●		L	●	●			●				●	N/A		●	●
14	ASA MILANO, Via Arena 25, Milano	N/A	●				N/A	N/A		N/A	●					●			●				
15	MERCATINO BADDARO', Via Porpora 150, Milano	N/A	●				N/A	N/A		N/A	●					●			●				
16	QUARTO IN TRANSIZIONE - SCIORUM, Via Cesare Pascarella 33, Milano	N/A	●				●	●		N/A	●					●			●				

WEBSITE	NOTE / IMPRESSIONS
mobiliusati.org	N/A
centrorisparmioarredamenti.it	Visited on the 26.02.15 They buy secondhand furniture, and they do make some small reparation, if needed. They don't sell antiques, either because there is no market and it is not interesting for the target clientele.
almercatinotranoiovoi.com	Visited on the 28.02.15 They have antiquities to sell only if are brought to them, although in the last few years they don't sell well as the vintage does.
blitzbovisa.com	Visited on the 27.02.15 Born as a space where big company could sell the furniture out of their catalogue, today it deals mostly with privates and secondhand furniture, and it privileged vintage over antique.
fb: Deja vu Milano	Visited on the 27.02.15
	Visited on the 27.02.15 They may have antique or vintage but it is not put on display or enhanced.
mercatinomi.it	Visited on the 26.02.15 With furniture they try to have only antiquities so to have quality furniture.
usatodausare.it inandout.bz	Visited on the 26.02.15
milano26.mercatinousato.com	Visited on the 04.03.15
milano23.mercatinousato.com	Visited on the 26.02.15 They have as antiquities only small furniture and only few pieces, because there is no market nowadays for antique.
milanogiambellino.mercatopoli.it	Visited on the 26.02.15
propusato.com	Visited on the 27.09.14
dimanooinmano.it	Visited on the 27.02.15
asamilano30.org	N/A
ilborgoincitta.org	N/A
ambienteacqua.it	N/A

ANTIQUA AND VINTAGE SHOP		DIMENSION OF THE SPACE (approximate measurements)	TYPE OF FURNITURE				ACTIVITIES				TYPOLOGY OF THE SHOP											
			SECONDHAND	ANTIQUA	VINTAGE	NEW DESIGN	SMALL FURNITURE	BIG FURNITURE	ONLY FURNITURE	VARIETY	REUSE	PREP. To REUSE	RESTORATION WORKSHOP	UPCYCLING WORKSHOP	SHOP - profit	SOCIAL COOPERATIVE - profit	ASSOCIATION - non profit	CITY INSTITUTE - government	DONATIONS	ON CONSIGNMENT	BUYING AND/OR SELLING	HOME COLLECTION
1	MERCATINO PENELOPE, Via Macedonio Melloni 6, Milano	270 mq	■	■	●		●	●	●	L	●			●					●		●	●
2	CURIOSITA' D'ALTRI TEMPI, Via Stoppani 10, 20129 Milano	30 mq		■	●		●	●		XS	●	■		●					●		●	●
3	ANTICHITA' SAN MARCO, Via San Marco 26, Milano	N/A		●			●	●		N/A	●			●						●	●	N/A
4	GHILLI ANTICHITA', Via Ampere 55, Milano	N/A		●			●	●		N/A	●	●		●						●	N/A	N/A
5	MILAN & ANTIQUES Via Carlo Pisacane 59, Milano	N/A		●			●	●		N/A	●			●						●	N/A	N/A
6	PALAZZO TORLO ANTIQUARIO, Via Carlo Pisacane 53, Milano	N/A		●			●	●		N/A	●	●		●						●	N/A	N/A
7	SABRINA GRAMEGNA, Viale Montenero 41, 20135 Milano	N/A		●	●		●	●		N/A	●			●						●	N/A	N/A
8	CAVALLI E NASTRI (Olivinta), Via Gian Giacomo Mora 3, Milano	60 mq	■	■	●		●	■		XS	●	■		●						●		●
9	ANTICHITA DELLA MOSCOVA, Via della Moscovia 47/a, Milano	N/A		●			●	●	●	N/A	●			●						■	N/A	N/A
10	C & V VECCHI TEMPI, Via Cadore 39, Milano	150 mq		●			●	●	●	M	●	●	■	●						■	●	●
11	GALLERIA IL QUADRIFOGLIO, Via Carlo Pisacane 40, Milano	N/A		●			●	■		N/A	●			●						■	N/A	N/A
12	BERETTI ANTIQUARIATO, Via Cesariano 8, Milano	N/A		●	●		●	●		N/A	●	●		●						■	N/A	N/A
13	OFFICINA ANTIQUARIA, Via Pietro Maroncelli 2, Milano	N/A		■	●		●	●		N/A	●	●		●						■	N/A	N/A
14	GALLERIA CONSADORI, Via Brera 2, Milano	N/A			●		●	●		N/A	●			●						■	N/A	N/A

WEBSITE	NOTE / IMPRESSIONS
www.mercatinopenelope.it	Visited on the 27.02.15
curiositadaltritempi.it	Visited on the 27.02.15 They don't have much space so they have a very high level of selection. Their choice is to have mainly vintaeg, while antique is approached only if they have already someone loking for such pieces.
antichitanmarco.com	N/A
ghilli.it	N/A
milaneantiques.com	N/A
palazzotorlo.it	N/A
sabrinagramagna.wix.com/	N/A
cavallienastri.com olivinta.com	Visited on the 26.02.15
antichitadellamoscova.com	N/A
vecchitempi.com	Visited on the 26.02.15 They don't buy in Milan, but preferably they go to France. They do some upcycling occasionally, usually when restoring furniture with textile parts.
galleriailquadrifoglio.com	N/A - Art Gallery
berettiantiquaria.com	N/A
officinaantiquaria.com	N/A
galleriaconsadori.com	N/A - Art Gallery