



BAZURTO MARKET RENOVATION

STRATEGIES

heritage and knowledge

CHALLENGE

Creative and cultural industries

DESCRIPTION

Cartagena's main market square, Bazurto, will be relocated into a new building. The project seeks to reuse and upgrade the old building and its surroundings by implementation of a creative economy area. The area will help develop cultural markets and a platform for the local gastronomic and artistic industry.

Since 1978 the Bazurto Market Square has been the mayor public market in Cartagena, over the last years the youth has been claiming the space by using the market for recreational purposes with pop-up concerts, dance stages and bars. The relocation of the market square represents an opportunity to renovate the remaining infrastructure into a gastronomic and cultural hotspot.

KEY PERFORMANCE INDICATORS

- ▶ Urban renewal process started
- ▶ Polygon delimited in the land use plan
- ▶ Characterization of the delimited areas
- ▶ Concentration of companies in the same economic sector
- ▶ New areas of economic opportunity for creative industries
- ▶ Number of companies that are linked to the district
- ▶ Gross sales of businesses linked to the district
- ▶ Percentage of growth of the economic sector linked to the district
- ▶ Number of visitors from the district anchor company
- ▶ Self-sustainability of the district's anchor company achieved





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PROJECT LEADER

Institute of Heritage and Culture of Cartagena de Indias

**CAN INCLUDE A POWERFUL
GENDER PERSPECTIVE**



**CAN INCLUDE A POWERFUL
ETHNIC PERSPECTIVE**



AGE GROUP BENEFITTED

Youth Elders

SUSTAINABLE DEVELOPMENT GOAL IMPACTED

8 DECENT WORK AND
ECONOMIC GROWTH



Promote inclusive
and sustainable
economic growth,
employment and
decent work for all

NUMBER OF SDG INDICATORS IMPACTED



Alcaldía Distrital de
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