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EDITS

Community retail

Neighbourhood watch

Global

Preface

From Dutch bread-making philanthropists to a pioneering food co-op in the heart of London, vernacular retail is thriving. Even an established supermarket giant is getting in on the local act.

01

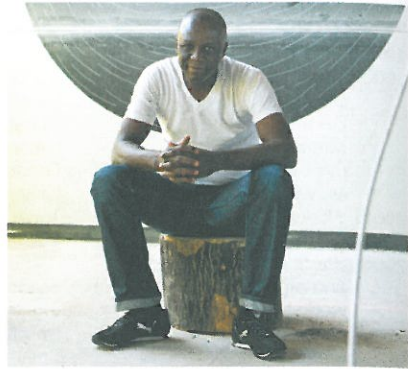
Piazza at Schmidts

Philadelphia

Over a decade ago, developer Bart Blatstein returned home from Rome with the goal of building his own piazza. It was hard to tell what he meant: Northern Liberties, the Philadelphia neighbourhood where he had been buying up properties, had charming streets and abandoned factories perfect for condos but little Roman character. Last year, Blatstein unveiled the result: the Piazza at Schmidts, on the site of a famous but now defunct brewery, with apartments

and offices ringing a 7,500 sq m open-air plaza encircled by shops, galleries and restaurants. "The Piazza was always going to be like the town centre of everything," says Blatstein.

It has become the city's hottest new public space. On the weekends, the courtyard fills for flea and farmers' markets, with sport and movies on a big screen at night. Blatstein's retail preference (all "start-ups or one-of-a-kind" is his rule) leans to the idiosyncratic: a corset designer, a natural pet-food store and magic-trick vendors. They will be joined this summer by one of the city's most talented chefs, Shola Olunloyo (pictured), opening his first restaurant, Speck Food + Wine. "It feels different from being on a street because you can create an outdoor dining area not subject to traffic both human and auto," he says. — SPT atthepiazza.com



PHOTOGRAPHER: RYAN COLLIERD

02

Vlaamsch Broodhuys

The Netherlands

In addition to its faultless loaves and welcoming atmosphere, the Dutch bakery chain Vlaamsch Broodhuys has a social mission. "We help with bread and provide more than 2,000 loaves a year to charity galas so organisers can cut costs and put the money they save back into the charity," says 41-year-old founder Dimitri Roels. It also donates €12,000 per year to local charities.

Throughout its 12 stores, staff are heavily involved in local schemes. Most recently members of the Schiedam HQ repainted a run-down playground for children of refugees, which the council couldn't afford to fix. "We think it's our duty to donate goods, money and our time and don't



choose national schemes, but local ones," says Roels.

Realising the need for a bakery in Holland that made bread equal in quality to that in France, Roels founded the first store in 2002. He provides bread to top Dutch chefs who choose from 65 varieties baked each night in a stone floor oven in the southern town of Vlaardingien.

A passion for good food and for good causes has seen Vlaamsch Broodhuys give all profits from its jute shopping bags to Stichting Dada, a charity that supports a hospital for sick children. "If people ask us to donate we never say no," says Roels. — AK vlaamschbroodhuys.nl



PHOTOGRAPHER: JUDITH QUAX

03

Waitrose

Cambridge, UK

Following the launch of the Waitrose convenience stores last year (see *Issue 29*), the grocery arm of the John Lewis Partnership is introducing the format in an even more compact form. Measuring less than 280 sq m, the first of the new size stores opens in Cambridge this summer.

As well as giving a certain amount of money to charities put forward by customers, the firm will also introduce local produce into their smaller stores later down the line. — AK waitrose.co.uk

Update: McNally Jackson

New York

THE INTIMATE CAFÉ IN NOLITA'S FAVOURITE BOOK SHOP, MCNALLY JACKSON (SEE ISSUE 25), HAS RELAUNCHED. EVENTS AT LEAST FOUR NIGHTS A WEEK HELP THE SHOP KEEP A COMMUNITY FOCUS IN ONE OF MANHATTAN'S BUSIEST AREAS. — AES MCNALLYJACKSON.COM