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# The Italian Market as an Incubator

Anisa Salat

*University of Pennsylvania*, [anisasalat@gmail.com](mailto:anisasalat@gmail.com)

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# The Italian Market as an Incubator

*Anisa Salat*

# Introduction

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“I use the term incubator to signify that the cities are both places of nurture and nests from which the successful leave.” Michael B. Katz, professor at Penn

"You know why there are so few Italian stores now, right? The children of the Italian immigrants didn't want to take over. They wanted to do other things with their lives."  
Pankaj "PJ" Dasani, store owner in Italian market

Cities are disorderly, inefficient and impractical hence valuable for economic growth-  
Jane Jacobs, Urban Theorist



Startup incubator in Seattle, US.



The Italian Market

# Why Incubators

## Mainstream Incubators

1. New Businesses
2. Provide flexible rental space and leases
3. Shared administrative equipment.
4. Access to a network of business
5. Assistance in finance, business planning marketing, legal consulting, manufacturing etc

## The Italian Market

1. New immigrant community businesses
2. Cheap outdoor wooden stands
3. No language skills required
4. Help from family
5. Access to community
6. Do not use assistance offered hence considered inefficient.

## Efficient Businesses

Receive loan from  
bank institutions

Make a Business  
Plan

Book keeping and  
filing of tax returns

Employees

## Inefficient Businesses

Resources from  
family and social  
networks

No business Plan

No book keeping,  
filing of tax returns  
etc

Help from family  
members

## New immigrants in the Italian Market

Time of arrival to the city generally corresponds with arrival in the Italian market

1. Vietnamese; 1975 and then 1978
2. Mexicans; in the last 20 years
3. Koreans; 1880s, 1970s
4. Chinese; late 1800s
5. Cambodians; 1975, Khmer regime
6. Indonesians; 1990s

# Growth, Development and Revitalization

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“One of the social preconditions for economic development is not so much the opportunity for a person to change his work (and his class) from that of his father, as is often supposed , but rather the possibility of changing radically his own work and his own place in society during his own working life.” Jane Jacobs

-Do we see growth and development in first generation immigrants?



# The Italian Brand

- Introducing order into an ‘inefficient’ space?
- Claim to place: The Vento debate.
- The Temporality question: what does it mean that immigrants are not refuting the brand?



# Discussion Questions

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1. The future of the market as an incubator

Rising real estate prices around the market

Next Ethnic community?

2. Is the Italian market an ‘inefficient’ space in an ‘efficient’ city?