



EXPERIENCIAS

🔍 **BÚSQUEDA** por
palabra:

Buscar experiencia

☰ **Mercado da Palavra**

CIUDAD Torres Novas (Portugal)
Grupos de edad: +65 - 19-25 - 26-40 - 41-65
Año de inicio: 2014
Año de finalización: 2020
Eje temático: Música y otras artes

Temas:

experience for discussion.

Resumen:

With almost 90 years of open doors to the reading promotion and culture divulgation in Torres Novas (1933), the municipal public library, Biblioteca Municipal Gustavo Pinto Lopes, keeps looking forward to achieve more readers in the community.

Mercado da Palavra (literaly "Words Market") is one of its projects, and it consists in a library extension to the weekly market. Every two weeks the library goes to a market bench, next to the other fruits, vegetables, bread, cheese or flower sellers, with books, newspapers and magazines, searching for new readers and promoting literacy among all population groups in the municipality.

The motivation is to promote more democratic patterns concerning culture and information accessibility, offering other educating and development resources to a group of local population that usually don't use the library or other culture public services.

Objetivos:

- . promote reading and literacy
- . make culture more accessible to all kinds of publics
- . promote the library as an open equipment, democratic and working to everyone
- . give other development opportunities to local citizens
- . promote cohesion between different kind of groups, living in different places among the municipal territory.

Metodología:

The weekly market is the place were citizens from all places in the municipality, urban and rural areas, come to do the main shopping related to fresh food, fruits, vegetables, fish or meat, bread, and also daily objects as all kind of home tools, gardening or even clothes. Sellers are often from other villages in the municipality coming to commercialize their own products. The market day, Tuesday, is a special day regarding the urban daily life, still the main regular event that concentrates more population and social dynamics in Torres Novas.

Having a library extension in the market involves an adequate selection ok books, novelties and daily newspapers or magazines, related to the public of the local, older population, backgrounds with lower qualifications and other specific groups as the Roma families. The experience started in 2014 in a first phase combining library staff with volunteers. There was a good cooperation and understanding between the two municipal services enrolled: the culture services wanted to decentralize services from the library, making reading ad literacy more accessible; the market services want to add new valences and attractions to the market. After the first phase that stopped in 2017 regarding difficulties to ensure the extension, a new phase started in 2019, every two weeks.

Mercado da Palavra is the market bench of the public library at the market, not selling any product but promoting a straighter connection between this specific population and books. To each edition the library staff have to choose materials, put them available to the public. There are municipal editions, novelties and classics to borrow, press editions and other specific activities concerning the library services, making new library readers, the archive collection, bookbinding demonstration, or helping to connect to national online public services (identification, security, taxes, for example).

Since the early beginning and even now during this second phase the project received a special attention from the market public and also from national and regional media (radio, television and press), recognizing the innovative approach concerning reading promotion and getting culture more accessible to all social groups. As an example, in the link below we make available the last video from the national television, released last November (in Portuguese).

Part 1 – www.facebook.com/watch/?v=2529915703724597

Part 2 - www.facebook.com/municipiodetorresnovas/videos/882455098817311

Facebook: www.facebook.com/Biblioteca-Municipal-Gustavo-Pinto-Lopes-119684581439915/

Contexto urbano y social de aplicación:

Torres Novas is one from the 308 Portuguese municipalities, located in the Centro region, 100 km north from Lisbon. It has a territory of 270 sq. with 37.000 inhabitants divided between the city of Torres Novas, with near 15.000 inhabitants, and 100 another villages among the rural area. It benefits from a strategic localization concerning transports and mobility, crossed by the main national highways, north-south (A1) and west-east (A23) and the main railroad (Linha do Norte).

The municipality is directed by an elected body, with a 4-year mandate and specific duties to perform (environment, urbanism, education, culture, tourism, economic development, etc). Besides its tradition in industry sector, nowadays the majority of people work in the services sector (71,4%), remaining an important labour force in industry (26,9%) and a small part in agriculture (1,7%). Comparing age groups with the national data we can realize that local population is older than Portugal average: 12,9% <15 years old (PT 14,2%); 24,4% 65 and more (PT 20,5%).

Torres Novas is an educating city since 2006, joining AICE and the Portuguese territorial network since that year.

Evaluación:

As referred before "Mercado da Palavra" is in a second phase of execution. The first phase was supported by library staff also but with a great emphasis on senior volunteers that hold the weekly sessions at the market almost three years, with several difficulties not to fail the strict agenda. This fact, that was also a positive income, enrolling retired people in a valuable service to the community, became a serious weakness regarding lack of availability from the volunteers to keep on.


By the feedback received, in 2019 the library coordination proposes the second phase of execution, with sessions every two weeks, which makes it more suitable to fit with other regular activities.

Nowadays every session result in more 5 to 10 new regular readers to the library (users' cards), with several borrows and many new readers of the material in the bench, local editions, novelties, newspapers and magazines. Ongoing phase includes also other proposed activities, as taking complementary uses from the library market bench in order to foster other municipality concerns as digital inclusion, environment or security sensibilization, or health advisors to population.

A new evaluation is to be produced by summer 2020, stressing the results and achievements related to the objectives, and also to the educating charter principle that is subjacent to the project: "All the inhabitants of a city have the right to enjoy, in liberty and equality, the means and opportunities for education, leisure and individual growth that the city offers. (...) The educating city constantly recommits to the lifelong education of its inhabitants in the most varied ways. And to make this possible, all groups, with their own particular needs, must be taken into account."

<http://www.cm-torresnovas.pt>

Archivos asociados:

 [photos \(English\)](#)

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