
Time: 11:00AM, Welcome & Book Launch. 11:30AM, Premiere screening of project documentary.

Date: 10 April 2010

Place: The Preston Market, Food Court Area

RSVP: Bindi Green (0466 280 385) or info@trax.org

MARKET CROSSINGS

Plotting a course through the Preston Markets

Lou Smith (ed)

First released paperback, 10 April 2010

ISBN 978 0 64652 753 6



Melbourne, Australia - 26 March 2010

Australian cultural identity is evolving & diversifying at breakneck pace and no where is this more evident than the Preston Market. For 40 years it has been one of the first ports of call for new arrivals, cutting across socio-economic divisions and now it is faced with a development revamp. **MARKET CROSSINGS** is a searing & colourful look into the gentrification of Melbourne's most vibrant cultural melting pot.

"Hundreds of thousands of lines of movement and history, criss-crossing in every which direction, with the Preston Market sitting square in the middle." – Victoria Stead

MARKET CROSSINGS is a collection of stories & testimonies by the traders & patrons of the Preston Market alongside researched insights into the social functions of live markets. This publication was developed over two years during the *Market Value* project, an innovative cultural development project which enabled participants to express shared values.

The documentary film included in the book captures character portraits of small business owners & employees, the figurative economic canaries in the coal mine. During the global financial crisis as the traders struggle to keep their roller doors open, the developers are forced to temporarily suspend their multi million dollar plans.

*Starting 12 April, limited copies of the book will be available to order online at www.trax.org

The Market Crossings book & Market Value project were made possible by generous support from the following: