



A group of neighbours transforms wasteland into public space. Garden plot owners open their grounds to unemployed youths to test their small-scale business ideas. Communities are becoming patrons where they were once supplicants. Citizens across Europe are currently taking the initiative to re-appropriate urban space. We call them “We-Traders” in the sense that they redefine the relation between value, profit and public good and are able to motivate fellow citizens to follow suit. We-Traders respond to crisis in several arenas of urban life, be it economic, social or ecological. What these We-Traders all have in common is that they diffuse the boundaries between buyers and sellers: consumers become co-producers. We-Traders. Swapping Crisis for City is a project by the Goethe-Institut that connects since 2013 initiatives by artists, designers, activists and many other citizens from Lisbon, Madrid, Toulouse, Turin and Berlin. In 2015 initiatives from Brussels will join the We-Traders network and share their experience.

Project author or developer:  
**goethe institut**

Where:  
**IT / Italia / Torino**

Website:  
**[www.goethe.de/ins/be/prj/wet/zpr/enindex.htm](http://www.goethe.de/ins/be/prj/wet/zpr/enindex.htm)**

