

Abstract

My diploma thesis, Kolbenova “flea market” – market as a space, market as an organism, searches what is the nature of such a place as perceived by its visitors. I claim that the market can be taken to be an organism continuously reacting to incentives from both the market surroundings and the market participants. The perception of the market is determined by four main elements – space, in which it is being held, temporal aspect of the market and its influence on the changes of the place, the products being marketed and the participants themselves. Based on the analysis of the data gained mostly by the participating observation and semistructured and random interviews, I have concluded that due to the interacting nature of the four aspects the Kolbenova flea market is not a fixed subject, but is a constantly changing and reacting mixture of the four aforementioned aspects.