



Pike Place Market Preservation & Development Authority (PDA)
Info@PikePlaceMarket.org • P: 206.774.5225 • F: 206.786.7317
PIKEPLACEMARKET.ORG • 85 PIKE STREET, ROOM 500 • SEATTLE, WA 98101

For Immediate Release

Press Contact: Emily Crawford, Communications and Marketing Director

Tel: 206.774.5278

emily.crawford@pikeplacemarket.org

*****Photo Release*****

**PIKE PLACE MARKET MARKETFRONT GRAND OPENING
CELEBRATED WITH PUBLIC ON JUNE 29**

Expansion unveils more space for vendors, farmers, housing and public art



A.) The Seattle community at large was invited to the unveiling of Pike Place Markets new expansion, MarketFront, at a grand opening on June 29, 2017.

B.) Attendees of the MarketFront grand opening explore the new space with a walking map to help guide Market-goers around the site.

C.) A crafter showing off her art on the new MarketFront Plaza which provides 47 new table spaces for farmers and craftspeople.

D.) The MarketFront grand opening ceremony concluded with a unique, Market-centric twist on a traditional ribbon-cutting that involved cutting a biscuit cake with a handcrafted swordfish prop.

SEATTLE – (June 30, 2017) – [Pike Place Market](#), Seattle’s historic public market and top destination, revealed its much-anticipated [MarketFront](#) expansion to the public with a grand opening celebration on

Thursday, June 29, 2017. Festivities for the MarketFront opening, the realization of a 40-year vision, included a ceremony with Mayor Ed Murray, performances by local musicians, bites from MarketFront vendors, live craft demos and activities to help visitors explore the new space.

“We are thrilled to see Pike Place Market grow for the first time in 40 years with the MarketFront expansion, which marks the completion of the historic district,” said Ben Franz-Knight, Pike Place Market Preservation and Development Authority Executive Director. “The MarketFront fills the need for more space to accommodate farmers, craftspeople, public art, social services and low-income housing to serve both locals and visitors of the vibrant downtown Seattle community.”

At the ceremony, Franz-Knight welcomed visitors and thanked project partners, the Market community and public. Joe Desimone, the grandson of Giuseppe “Joe” Desimone, a successful and beloved former Market manager who emigrated to America from Italy in the early 1900s, read an opening proclamation by former City Council member Thomas Revelle, who proposed the Market’s creation in 1907. Next, Mayor Ed Murray discussed what the expansion means for the new vision for Seattle’s waterfront park; Pike Place Market Preservation and Development Authority Council Chair, Matt Hanna, spoke of the MarketFront’s historic significance; and Pike Place Market Foundation Executive Director Lillian Sherman recognized community and sponsor support for the expansion. After ceramic artist and craftsperson Stephanie Shull rang the new MarketFront bell signifying the opening of the MarketFront, former City Council member Peter Steinbrueck read a final proclamation by noted historic preservationist Victor Steinbrueck. The ceremony concluded with a unique, Market-centric twist on a traditional ribbon-cutting that involved cutting a biscuit cake – made by new MarketFront producer Art Stone of Honest Biscuits – with a handcrafted swordfish prop.

Throughout the celebration, attendees enjoyed entertainment from world music performers The Pazific, electrifying seven-piece ensemble [The Dip](#), and Seattle’s first lady of soul [Grace Love](#). A MarketFront Passport activity helped attendees explore the expansion with a walking map to help guide Market-goers around the site. Additionally, members of the public who donated to the [Pike Up! campaign](#) by the March 1, 2017 deadline had the opportunity to view their Market Charms or Hoofprints fully installed in the completed project.

The \$74 million MarketFront project realizes a long-held vision of Market advocates, who won historic designation for the nine-acre neighborhood in 1971. The expansion will also return farmers and producers to a site that was developed in the early 1920s for Market farmers and was long part of the public market before it caught fire and was made into a surface parking lot in 1974.

The new public space provides:

- 30,000 square feet of open public space, including a public plaza and viewing deck with expansive views of the Olympic Mountains, Mount Rainier and Puget Sound
- 47 new table spaces for farmers and craftspeople on the MarketFront Plaza beneath an all-weather canopy with rollup doors to welcome the sea breeze
- Four new artisan vendors with on-site production: Old Stove Brewing Co., Little Fish, Honest Biscuits and indi chocolate in 12,000 square feet of commercial and production space
- 40 low-income senior housing units with seven live/work artist units
- A neighborhood center, offering social service resources and a place for neighbors to gather and connect with the Market community
- Three public art installations: *NW Microcosm*, *Western Tapestry* and Billie the Piggybank

- 300 underground parking spaces; 33 bicycle spaces

For more information on the MarketFront celebration, visit www.Pikeplacemarket.org.

For a press kit on the MarketFront, visit [here](#). For more photos and a video of the MarketFront Grand Opening, visit this Dropbox link [here](#).

Pike Place Market is Seattle's original farmers market, founded in 1907, and is one of the oldest continuously operating public markets in the U.S. The market operates within a nine-acre historic district and is a bustling neighborhood of hundreds of vendors, residents and businesses, including farmers, craftspeople, independent shops, buskers, and residents, many of whom are low-income seniors, and five social service agencies. www.pikeplacemarket.org

The Pike Place Market Preservation & Development Authority (PDA) is a not-for-profit, public corporation chartered by the City of Seattle in 1973 to manage the properties in the nine-acre Market Historic District. The PDA is required to preserve, rehabilitate and protect the Market's buildings, increase opportunities for farm and food retailing in the Market, incubate and support small and marginal businesses, and provide services and affordable housing for low-income people.

###

Media Contacts: Sam Schwartz / Jason Hamilton
Richmond Public Relations / (206) 682-6979
sams@richmondpr.com / jasonh@richmondpr.com