



Business and street trading

In the penultimate section of the tour, the area devoted to street trading deserves a special interest, so important throughout history. Listening to the voices, the sounds from these vendors advertising their wares will transport the visitor to another era.

The exhibition ends with three areas devoted to many other businesses: the banking, the pharmacy, and the photo studio, recreated from the furniture and utensils of each one of them.

The museum has been strongly backed by didactics. Within this range, it has been designed with children in mind the activity entitled 'The Great Market Game'. It is a recreation in which children, suitably dressed up, will give life to different characters of world trade. Buying and selling is the purpose of this game in which the contents of the museum are reviewed in a more entertaining way.

The Sounds of Yesterday

The exhibition entitled 'The Sounds of Yesterday' focuses on the world of radio and has been possible thanks to the generosity of a Salmantino, Agustín de Castro, who has donated his collection to the museum. The exhibition allows visitors to learn about the evolution of this way of communication born with military purposes and the formal and aesthetic transformation of the radio from its predecessors, like the telegraph, up to the present moment in which the emergence of television in our homes brought the crisis of the radio.

This exhibit is divided into several sections. In each one of them, the visitor will be able to listen to radio recordings that illustrate the importance of the radio in the 20th century from various perspectives: the music, politics or sports. Also the cultural and the advertising perspectives are represented in the display, so that anyone can listen in this regard to some of the most famous songs that were used to advertise commercial products in the past.

The Sounds of Yesterday
Agustín de Castro's Collection

The Commerce and Industry Museum, Salamanca

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OPENING HOURS

From Mondays to Saturdays: 10:00 -14:00 h and 17:00-20:00 h
On Sundays: 10:00 -14:00 h

Free entrance
Reservations are required for guided tours

TURISMO de
SALAMANCA



Exposition
Commerce & Industry



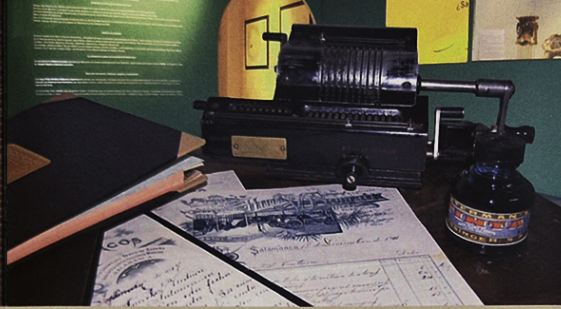


The Commerce and Industry Museum of Salamanca

The Commerce and Industry Museum was born thanks to the joining efforts carried out by the citizens, tradesmen and public institutions of the city. Promoted by the City Council of Salamanca and by the Official Chamber of Commerce, the museum space opened its doors with the mission of recovering and preserving the memory of Salamanca's economic, industrial and mercantile activities.

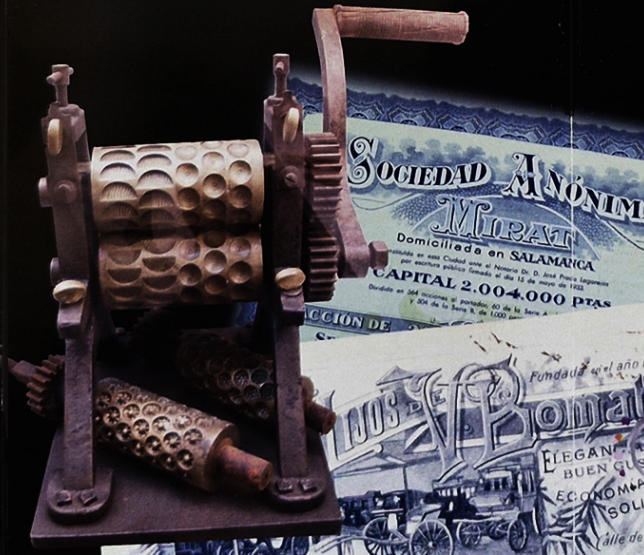
It is located in the reservoirs that were constructed at the end of the 19th century for the local supply of water. Its solid brick pillars and vaults have been carefully restored in order to accommodate the inventions and innovations that, in other time, served to solve the problems of manufacturers, sellers and consumers commerce in the city and in the province.

Within this framework, the Commerce and Industry Museum currently hosts two different exhibition shows: a generic exhibition about the history and the singularity of the commerce of Salamanca and the collection entitled 'Los Sonidos del Ayer' (The Sounds of Yesterday), dedicated to the fascinating world of radio. In both cases it backs on an interactive display that offers multiple didactic possibilities.

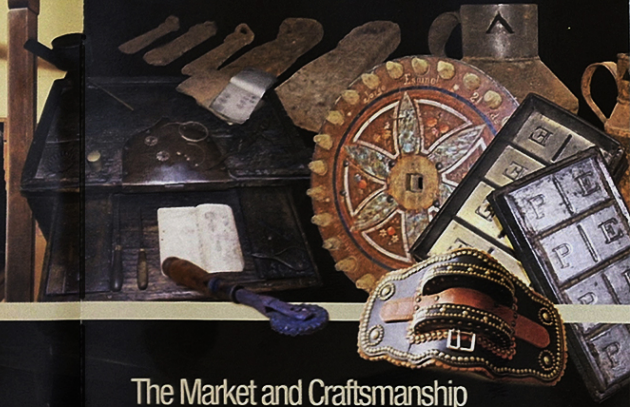


The Commerce History of Salamanca

The exhibition dedicated to the **Commerce History in Salamanca** travels through the key moments that marked mercantile development in this city, an approach carried out from distant times. The visitor will begin the tour in the Roman period, when major advances in trade and communications that affected the ancient Salmantica were introduced.



The Middle Ages are illustrated in the next room. The urban, social and economic changes in our city since the repopulation are exhibited here, and also how this changes were produced around a market space that was adapted to the needs of the new salmantinos.



The Market and Craftsmanship

After this stage emerges a much more stable trading. Now the several guilds and craftsmen will settle in different parts of the urban area, naming the streets that nowadays preserve that antique denomination. The museum has highlighted here the jewellery and saddlery as salmantinos singular crafts.

The following room recreates an atmosphere inside the Central Supply Market, a building of the early twentieth century that marks a milestone in the commercial history of Salamanca.

The museum also devotes its space to those industries that have been decisive in the province, such as the flour merchant, the chocolate maker or the pork butcher, preventing certain names of some remarked companies such as S.A. Mirat or Moneo from falling into oblivion.

