

# Flea club: the hit market blog

Spotlight on the website that goes beyond just dates and times to bring reviews and tips

by Joan Porter

When he was tired of his Paris apartment looking like an IKEA showroom and wanting to expand his interest in antiques, Nicolas Martin set out to investigate the trade.

Fast forward to 2010, when he and his wife Kristina launched the website [fleamarketinsiders](http://fleamarketinsiders.com), a blog focusing on reviews of the world's best flea markets, written by local enthusiasts.

It now receives more than 175,000 page views per month from more than 15 countries.

Last year the couple launched Fleamarket, a detailed paid-for web-based app directory with some 350 flea markets in 35 countries reviewed across both sites, with more detailed versions on the paid-for site.

## One-way to Vienna

Multilingual Martin, a Parisian by birth, takes up the story.

"Beside my general interest in antiques I had almost no experience of all the search and trading 'science' of flea markets," he says.

"In 2009 I quit my job as a senior executive in a PR agency in Paris and bought a one-way ticket to Vienna, where we are now based.

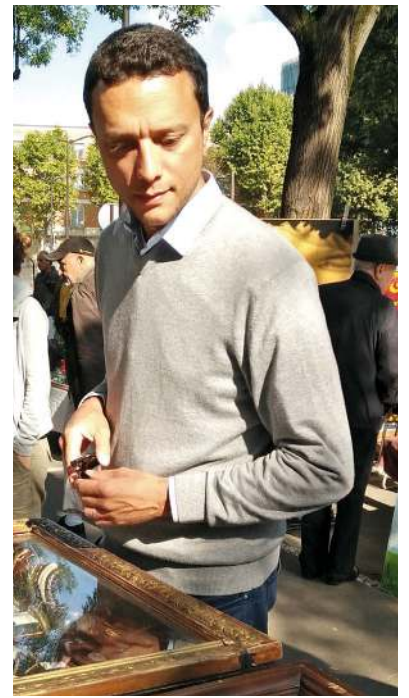
"I worked there with a vintage interiors shop, Catrinette, and spent all my weekends scouring



**Above left:** the Vienna *Flohmarkt*, next to the *Naschmarkt* (selling mainly world foods) is the city's largest flea market. Held weekly on a Saturday, it runs from 6.30am-6.30pm.

The market is surrounded by Art Nouveau buildings and stretches for several blocks with traders selling books, collectors' pieces, small furniture and flea market finds.

**Above right:** Nicolas Martin, founder of [fleamarketinsiders](http://fleamarketinsiders.com), at Porte des Vanves, the site of one of his favourite Paris flea markets. Photos: [fleamarketinsiders.com](http://fleamarketinsiders.com)



flea markets, estate and church sales in upper Austria which we would sell on to private collectors and other dealers."

He continues: "As a side project I started taking pictures of the most stunning items we found in order to share these with other antiques and flea market enthusiasts."

The [fleamarketinsiders.com](http://fleamarketinsiders.com) initiative was then developed, which has grown "from a small personal blog to a fully fledged web platform".

Martin adds: "Two years into the

project, when the site had already gathered a small but enthusiastic community of followers, I realised that people were in need of well-researched information about flea markets, beyond just dates and opening hours.

"I started publishing reviews and shopping tips with my readers, and over the years the site has grown into one of the most comprehensive platforms for flea market enthusiasts out there."

As for Martin's favourite flea market pieces at home, he says: "I am surrounded by them. Some I use daily, like my set of vintage Bertoia wire chairs and diverse kitchen crockery, and I have a growing collection of vintage cameras which I use to take analogue photographs.

"But there's one piece I particularly love: my Propeller aluminium and glass coffee table by the 1960s designer Knut Hesterberg which I had longed to own for years and bought for a 10th of its value - €100 - at Porte des Vanves market in Paris. I absolutely cherish it." ■

► [fleamarketinsiders.com](http://fleamarketinsiders.com)



## Artist's sister act in Norwich

Russia-born Tanya Goddard is one of the 35 exhibitors at the upcoming two-year-old *Art Fair East* in Norwich, which runs until December 3 at St Andrews Hall.

Now based in Norwich, where she is pictured in her studio, **left**, Goddard works in mixed media using paper, clay and acrylic paint, and she will be taking some of her pieces to the event.

Her striking works are priced from £300-3500, such as **£2200** for *Sisters of Freedom*, shown **right**.

Goddard graduated from Moscow State University in 1991, worked as a stage and costume designer for the Moscow Theatre from 1991-96 and has exhibited in Hanover, Rotterdam, New York and Paris.

► [artfaireast.com](http://artfaireast.com)



Correction: In the *Fairs & Markets* column in *ATG* No 2318, we stated that the late interior designer David Hicks had passed away 'earlier this year'. The correct date was in 1998. *ATG* apologises for the error.