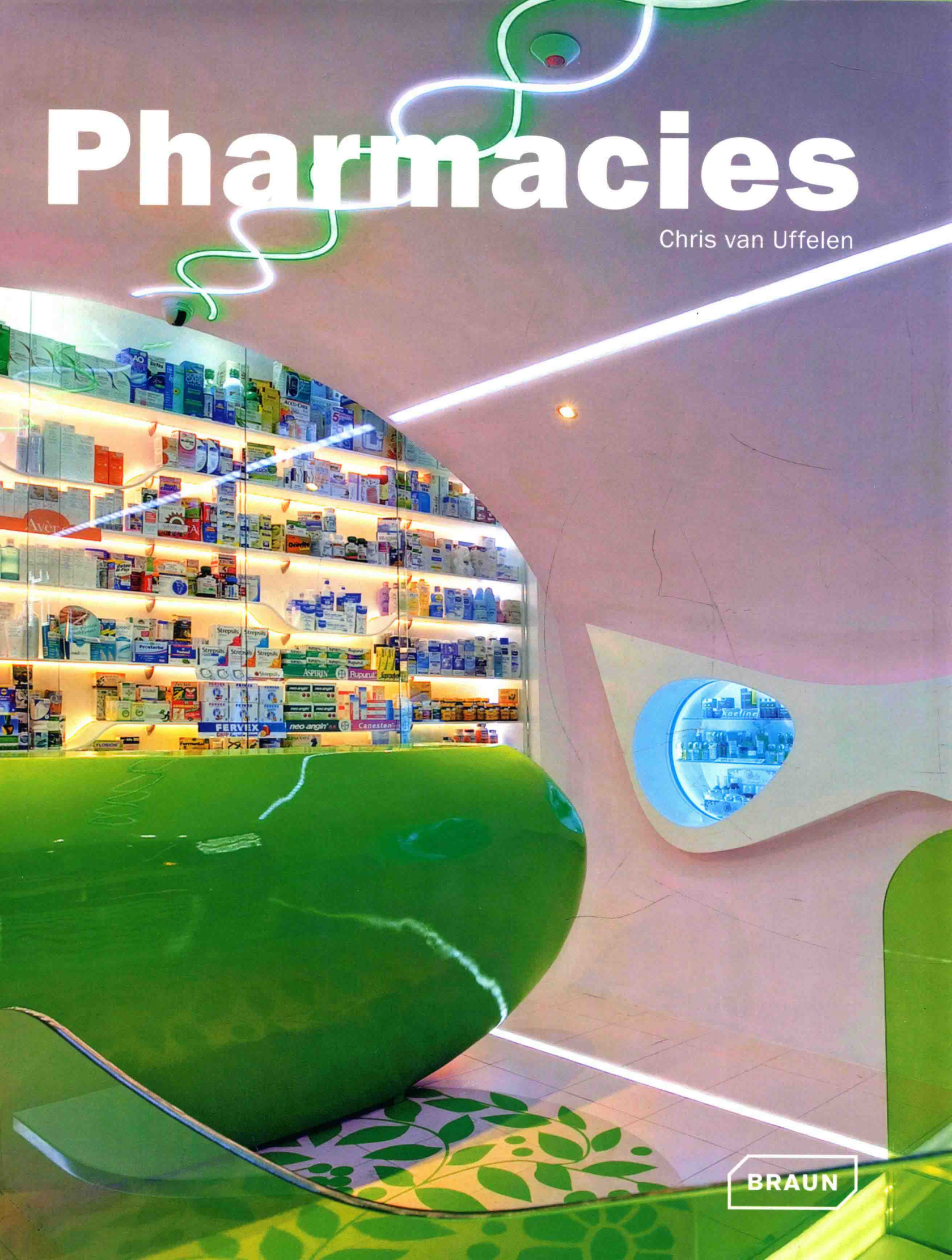


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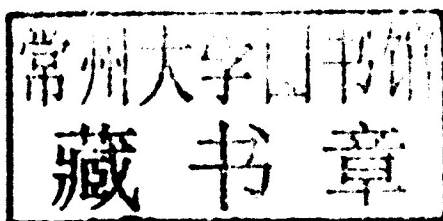
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Pharmacies

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Pharmacies – the history of an extraordinary trade

The modern day understanding of the role of a pharmacist, as a profession with a scientific basis where pharmacists were required to study and successfully complete compulsory training, can be traced back to the early 19th century (Prussia, 1825). Before that time, pharmacy was considered to be a handicraft, where apprentices trained for a period of three to four years. The word Pharmacy derives from φάρμακον (pharmakon, Greek for “drug”). The pharmacist is responsible for the preparation and distribution of pharmaceutical drugs. In Germanic languages, the word apotheke (apothecary or pharmacist) comes from ἀποθήκη (apothäkä, Greek for “repository”), the place where drugs are stored and managed.



In addition to native plants and materials, herbs and drugs, like opium or nutmeg, were imported from the Arab world and used medicinally by Hippocrates (460–375 v. Chr.). Myrrh and frankincense – two of the gifts

given by the three kings – were also used as medicines. These treatments were of course expensive and had to be securely stored. Even in medieval monasteries, space next to the traditional herb garden was reserved for the “apotheca”, which served as a storage area for medicinal herbs. The plans of St. Gallen monastery (approx. 830 AD) show a room called armaria pigmentorium, on the top right next to the herb garden, where (as shown by later sources) the pigmentorium mixed the medicines. From as early as the 8th and 9th centuries, so-called druggists (drug and spice merchants) arranged imports from Baghdad and Damascus. At this time, 754 druggists had opened pharmacies in Baghdad. However, the expensive, exotic ingredients were often reserved for the treatment of the upper class. The expense and responsibility of keeping people healthy led to increased scrutiny of the pharmaceutical system. In 1180, the first pharmacists’ regulations were established in Montpellier and the constitution (1241, Edikt von Melfi) by Friedrich II demanded the separation of doctors and confectionarius (pharmacists), placed pharmacists under the official supervision of doctors, gave landlords the authority to decide upon the accreditation of a pharmacist and set fixed prices for remedies. Similar regulations can also be

found in the in the Magna Carta from 1240. Fixed formulas for certain drugs in the 12th and 13th centuries gradually developed into pharmacopoeia, the Dispensatorium by Valerius Cordus for example, which became the official pharmacopoeia of Nuremberg pharmacists and detailed pharmaceutical regulations. Concurrent with the professionalization of the pharmaceutical profession, the pharmacy itself developed into a preparation and sales room for medicinal remedies, similar to those we know today. The Löwen Pharmacy was donated to the German city of Treves in 1241, and is the oldest pharmacy still in business today. Other pharmacies still in operation include one in the Franciscan monastery in Dubrovnik, which opened in 1317 and another in Town Hall Square in Talinn, opened in 1422.

During the late Middle Ages, pharmacists were part of the elite upper class in every city. They sold medicinal plants, spices and drugs and prepared the medicines in the pharmacy’s officina. Customers were often served through an open window – the forerunner of today’s night service window. The officina was furnished with cabinets, which had drawers or containers for the individual ingredients, scales, pestles and mortars. Other curiosities

☞ | **Pharmacy**, 14th century miniature from Tacuina sanitatis

☞ | **Carl Spitzweg: near the Storchenn Pharmacy**, 1877, oil on canvas

☞ | **Monastery pharmacy**, Valldemossa Charterhouse, 17th / 18th century

☞ | **Hugh Mercer Apothecary**, Fredericksburg, VA, mid 18th century

→ | **Royal pharmacy**, Royal Palace of Madrid, 18th century
 →→ | **Gaper**, pharmacy emblem, Haarlem Historisch Museum
 →→→ | **Gerhardus Berend Broekema: Centraal Pharmacy**, Leeuwarden, 1905
 →→→→ | **Josep Domènech i Estapà: Pharmacy Bolós**, Barcelona, 1910
 ✎ | **Oskar Laske: Engel Pharmacy**, Vienna, 1902



such as stuffed crocodiles and mummies were also displayed. These curiosities were often carved into the façade of the pharmacy (the forerunner of today's house number). Today, names like "Unicorn Pharmacy" still refer to these old traditions. In the Netherlands, the "Gaper" (Dutch "Gähnender") became the occupation-specific emblem of the house. A "moor" or "Arab" – always wearing a turban – was often pictured on the outside of the pharmacy with wide open mouth and sometimes with a tablet on the tongue; this indicated the exotic nature of the medicinal ingredients. Even from very early on, these pharmacies had their own laboratories, where mixing and preparation of medicines actually took place. It wasn't long before the secondary business of selling spices, confectionary and cosmetics developed, alongside the core pharmaceutical business; these were obtained through similar distribution channels as the raw material for medicines. At the time of Paracelsus (1493–1541), the pharmaceutical trade changed from a botanical to a chemical science. By the end of the 19th century, medicines that were traditionally mixed by the pharmacist were, instead, delivered ready-made. At this time, and into the 20th century, many new pharmacies were built: late Historicism and Art Nouveau styles resulted in numerous new buildings and, in particular, new ideas about interior design, that still exist today, despite the change to selling ready-made products. In the 1920s and

'30s, the discovery of insulin and penicillin boosted the growth of the pharmaceutical industry. Since the middle of the 20th century, the sale of finished products, obtained from wholesalers, dominates the pharmaceutical market.

Commercial pharmacies, different from hospital pharmacies which don't serve members of the public directly, have a very different focus than their historical ancestors. This is reflected in their design: customer consultation and drug testing are the main priorities. Large retail areas are reserved for cosmetics, hygiene products and additional health supplements. Within this so-called 'self-service' shopping area, the customer moves independently between the different products, choosing the appropriate products at will, just like in any other shop. Space reserved for prescription medicines is usually small and located behind the sales counter. The regulation of non-prescription drugs, so-called over-the-counter medicines, varies between the different countries. In the USA, these can also be sold in gas stations and supermarkets, limiting the pharmacy's (even those who run independent departments within supermarkets) exclusive product range to just prescription drugs. In Germany, the OTC (over-the-counter) products are placed in full view, but behind the sales counter. This allows customers to make their own purchase choices but the medicine must

be handed over by the pharmacist. Furnishings play an important role in the sales volume. Large display windows and a consultation room, where advice can be given privately, are also part of the public area. Areas (often) invisible to customers are also shown in this book: because laboratories, dispensaries, personal and emergency rooms, as well as refrigerators and storage space, are important functional features of a commercial pharmacy.





NEW BUILDING





↑ | Interior view, steel beam formed into the shape of a tree

de Lairesse Pharmacy Amsterdam

The de Lairesse Pharmacy is located in Amsterdam. In the middle of a round room is a steel beam, formed into the shape of a tree. The circular room is equipped with shelves and drawers, many of which are made of green Perspex. In contrast to this, the walls without shelves are painted white. The ceiling of the sales floor is white with a transparent stretch ceiling, whereas the workspaces in the background have stucco ceilings. The flooring is decorated with green Ginkgo leaves, printed on paper and coated with a transparent resin. Indirect lighting in the green-white showroom creates the atmosphere of a tree canopy, the other areas are illuminated with ceiling lights or down-lights. The entrance area has an information wall with brochure; this is comprised of stainless steel containers.

