Online Library Naming Rights Place Branding And The Cultural Landscapes Of Neoliberal Urbanism
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The Right to the Smart City

This book examines the active role of urban citizens in constructing alternative urban spaces as tangible resistance towards capitalist production of urban spaces that continue to encroach various neighborhoods. The collection of narratives presented here brings together research from ten different Asian cities and re-theorises the city from the perspective of ordinary people facing moments of crisis, contestations, and cooperative quests to create alternative spaces to those being produced under prevailing urban processes. The chapters accent the exercise of human agency through daily practices in the production of urban space and the intention is not one of creating a romantic or utopian vision of what a city "by and for the people" ought to be. Rather, it is to place people in the centre as mediators of city-making with discontents about current conditions and desires for a better life.

Diversity in the City

Gentrification is reshaping cities worldwide, resulting in seductive spaces and exclusive communities that aspire to innovation, creativity, sustainability, and technological sophistication. Gentrification is also contributing to growing social-spatial division and urban inequality and precarity. In a time of escalating housing crisis, unaffordable cities, and racial tension, scholars speak of eco-gentrification, technogentrification, super-gentrification, and planetary-gentrification to describe the different forms and scales of involuntary displacement occurring in vulnerable communities in response to current patterns of development and the hype-driven discourses of the creative city, smart city, millennial city, and sustainable city. In this context, how do contemporary creative practices in art, architecture, and related fields help to produce or resist gentrification? What does gentrification look and feel like in specific sites and communities around the globe, and how is that appearance or feeling implicated in promoting stylized renewal to a privileged public? In what ways do the aesthetics of gentrification express contested conditions of migration and mobility? Addressing these questions, this book examines the relationship between aesthetics and gentrification in contemporary cities from multiple, comparative, global, and transnational perspectives.
Gridded Worlds: An Urban Anthology

In every city, the urban spaces that form the public realm—ranging from city streets, neighborhood squares, and parks to public facilities such as libraries and markets—account for about one-third of the city’s total land area, on average. Despite this significance, the potential for these public-space assets—typically owned and managed by local governments—to transform urban life and city functioning is often overlooked for many reasons: other pressing city priorities arising from rapid urbanization, poor urban planning, and financial constraints. The resulting degradation of public spaces into congested, vehicle-centric, and polluted places often becomes a liability, creating a downward spiral that leads to a continuous drain on public resources and exacerbating various city problems. In contrast, the cities that invest in the creation of human-centered, environmentally sustainable, economically vibrant, and socially inclusive places—in partnership with government entities, communities, and other private stakeholders—perform better. They implement smart and sustainable strategies across their public space asset life cycles to yield returns on investment far exceeding monetary costs, ultimately enhancing city livability, resilience, and competitiveness. The Hidden Wealth of Cities: Creating, Financing, and Managing Public Spaces discusses the complexities that surround the creation and management of successful public spaces and draws on the analyses and experiences from city case studies from around the globe. This book identifies—through the lens of asset management—a rich palette of creative and innovative strategies that every city can undertake to plan, finance, and manage both government-owned and privately owned public spaces.

Public Housing and the Legacy of Segregation

David Bell and Kate Oakley survey the major debates emerging in cultural policy research, adopting an approach based on spatial scale to explore cultural policy in cities, nations and internationally. They contextualise these discussions with an exploration of what both ‘culture’ and ‘policy’ mean when they are joined together as cultural policy. Drawing on topical examples and contemporary research, as well as their own experience in both academia and in consultancy, Bell and Oakley urge readers to think critically about the project of cultural policy as it is currently being played out around the world. Cultural Policy is a comprehensive and readable book that provides a lively, up-to-date overview of key debates in cultural policy, making it ideal for students of media and cultural studies, creative and cultural industries, and arts management.

Cities in Asia by and for the People

For the past two decades the United States has been transforming distressed public housing communities, with three ambitious goals: replace distressed developments with healthy mixed-income communities; help residents relocate to affordable housing, often in the private market; and empower former public housing families toward economic self-sufficiency. The transformation has focused on deconcentrating poverty, but not on the underlying role of racial segregation in creating these distressed communities. In Public Housing and the Legacy of Segregation, scholars and public housing officials assess whether--and how--public housing policies can simultaneously address the problems of poverty and race.

Recycling City

This book is open access under a CC BY 4.0 license. This book takes an in-depth look at Louisiana as a state which is ahead of the curve in terms of extreme weather events, both in frequency and magnitude, and in its responses to these challenges including recovery and enhancement of resiliency.
Louisiana faced a major tropical catastrophe in the 21st century, and experiences the fastest rising sea level. Weather specialists, including those concentrating on sea level rise acknowledge that what the state of Louisiana experiences is likely to happen to many more, and not necessarily restricted to coastal states. This book asks and attempts to answer what Louisiana public officials, scientists/engineers, and those from outside of the state who have been called in to help, have done to achieve resilient recovery. How well have these efforts fared to achieve their goals? What might these efforts offer as lessons for those states that will be likely to experience enhanced extreme weather? Can the challenges of inequality be truly addressed in recovery and resilience? How can the study of the Louisiana response as a case be blended with findings from later disasters such as New York/New Jersey (Hurricane Sandy) and more recent ones to improve understanding as well as best adaptation applications – federal, state and local?

**Debating the Neoliberal City**

**Cultures of Anyone**

This book provides an up-to-date introduction to the important and growing field of urban anthropology. This is an increasingly critical area of study, as more than half of the world's population now lives in cities and anthropological research is increasingly done in an urban context. Exploring contemporary anthropological approaches to the urban, the authors consider: How can we define urban anthropology? What are the main themes of twenty-first century urban anthropological research? What are the possible future directions in the field? The chapters cover topics such as urban mobilities, place-making and public space, production and consumption, politics and governance. These are illustrated by lively case studies drawn from a diverse range of urban settings in the global North and South. Accessible yet theoretically incisive, Introducing Urban Anthropology will be a valuable resource for anthropology students as well as of interest to those working in urban studies and related disciplines such as sociology and geography.

**Transaction Spaces**

This edited collection examines the political economy and cultural politics of urban place naming and considers how the commodification of naming rights is transforming the cultural landscapes of contemporary cities.

**A City in Blue and Green**

This book is open access under a CC BY 4.0 license. This edited volume examines how economic processes have worked upon social lives and social realities in Latin America during the past decades. Through tracing the effects of the neoliberal epoch into the era of the so-called pink tide, the book seeks to understand to what extent the turn to the left at the start of the millennium managed to challenge historically constituted configurations of inequality. A central argument in the book is that in spite of economic reforms and social advances on a range of arenas, the fundamental tenants of socio-economic inequalities have not been challenged substantially. As several countries are now experiencing a return to right-wing politics, this collection helps us better understand why inequalities are so entrenched in the Latin American continent, but also the complex and creative ways that it is continuously contested. The book directs itself to students, scholars and anyone interested in Latin America, economic anthropology, political anthropology, left-wing politics, poverty and socio-economic inequalities.
Communities in Action

Why have so many central and inner cities in Europe, North America and Australia been so radically revamped in the last three decades, converting urban decay into new chic? Will the process continue in the twenty-first century or has it ended? What does this mean for the people who live there? Can they do anything about it? This book challenges conventional wisdom, which holds gentrification to be the simple outcome of new middle-class tastes and a demand for urban living. It reveals gentrification as part of a much larger shift in the political economy and culture of the late twentieth century. Documenting in gritty detail the conflicts that gentrification brings to the new urban ‘frontiers’, the author explores the interconnections of urban policy, patterns of investment, eviction, and homelessness. The failure of liberal urban policy and the end of the 1980s financial boom have made the end-of-the-century city a darker and more dangerous place. Public policy and the private market are conspiring against minorities, working people, the poor, and the homeless as never before. In the emerging revanchist city, gentrification has become part of this policy of revenge.

Terror Capitalism

This open access book highlights Singapore’s development into a city in which water and greenery, along with associated environmental, technical, social and political aspects have been harnessed and cultivated into a liveable sustainable way of life. It is also a story about a unique and thoroughgoing approach to large-scale and potentially transferable water sustainability, within largely urbanized circumstances, which can be achieved, along with complementary roles of environmental conservation, ecology, public open-space management and the greening of buildings, together with infrastructural improvements.

International Business and Tourism

This open access book examines the significance of gay neighborhoods (or ‘gayborhoods’) from critical periods of formation during the gay liberation and freedom movements of the 1960s and 1970s, to proven durability through the HIV/AIDS pandemic during the 1980s and 1990s, to a mature plateau since 2000. The book provides a framework for contemplating the future form and function of gay neighborhoods. Social and cultural shifts within gay neighborhoods are used as a framework for understanding the decades-long struggle for LGBTQ+ rights and equality. Resulting from gentrification, weakening social stigma, and enhanced rights for LGBTQ+ people, gay neighborhoods have recently become “less gay,” following a 50-year period of resilience. Meanwhile, other neighborhoods are becoming “more gay,” due to changing preferences of LGBTQ+ individuals and a propensity for LGBTQ+ families to form community in areas away from established gayborhoods. The current ‘plateau’ in the evolution of gay neighborhoods is characterized by generational differences—between Baby Boom pioneers and Millennials who favour broad inclusivity—signaling various possible trajectories for the future ‘afterlife’ of these important LGBTQ+ urban spaces. The complicating impacts of the COVID-19 pandemic provides a point of comparison for lessons learned from gay neighborhoods and the LGBTQ+ community that bravely endured the onset of the HIV/AIDS pandemic. This book will be of interest to students and scholars in various disciplines—including sociology, social work, anthropology, gender and sexuality, LGBTQ+ and queer studies, as well as urban geography, architecture, and city planning—and to policymakers and advocates concerned with LGBTQ+ rights and social justice.

Smart cities

It seems the world is becoming increasingly uniform culturally. To a certain degree, this observation is
correct in the sense that a global mass culture is certainly being disseminated all over the plane. But the world is at the same time increasingly diversified in terms of ethno-cultural identities. The tension between the trend toward cultural uniformity and the trend toward differentiation of identities is well captured by observing the evolution of social dynamics in cities. Most medium-sized and large European cities are today increasingly fragmented socially, economically and ethnically. Some of them are even becoming socially, ethnically an racially ghettoised. But at the same time, European cities remain places where intergroup encounters can develop and where cultural production takes place. The cities are the crossroads between the local and the global. The first aim of this book is to discuss the changes affecting the city and the role played by cultural diversity and ethno-national identities in those changes. The second aim is to examine some crucial issues and aspects of the current process of cultural diversification of cities and its impact on urban socio-economic, political and cultural activities.

**Cities Under Siege**

This book explores the politics of place marketing and the process of ‘urban reinvention’ in Berlin between 1989 and 2011. In the context of the dramatic socio-economic restructuring processes, changes in urban governance and physical transformation of the city following the Fall of the Wall, the ‘new’ Berlin was not only being built physically, but staged for visitors and Berliners and marketed to the world through events and image campaigns which featured the iconic architecture of large-scale urban redevelopment sites. Public-private partnerships were set up specifically to market the ‘new Berlin’ to potential investors, tourists, Germans and the Berliners themselves. The book analyzes the images of the city and the narrative of urban change, which were produced over two decades. In the 1990s three key sites were turned into icons of the ‘new Berlin’: the new Postdamer Platz, the new government quarter, and the redeveloped historical core of the Friedrichstadt. Eventually, the entire inner city was ‘staged’ through a series of events which turned construction sites into tourist attractions. New sites and spaces gradually became part of the 2000s place marketing imagery and narrative, as urban leaders sought to promote the ‘creative city’. By combining urban political economy and cultural approaches from the disciplines of urban politics, geography, sociology and planning, the book contributes to a better understanding of the interplay between the symbolic ‘politics of representation’ through place marketing and the politics of urban development and place making in contemporary urban governance.

**Naming Rights, Place Branding, and the Cultural Landscapes of Neoliberal Urbanism**

The ability to generate sources of revenue continues to be the most important skill for individuals working in the sport industry. Sales and Revenue Generation in Sport Business With HKPropel Access provides a comprehensive overview of the many ways in which sport organizations generate revenues, and it teaches students the practical concepts they will need for success. Going beyond theoretical concepts of sales and sales management, the authors present an applied approach to revenue generation in sport: the PRO method of sales (PROspect, PRObe, PROvide, PROpose, PROtect). Students will learn how this proven five-step process for generating revenue is applicable across all avenues in sport business, including ticket sales, broadcasting and media revenue, sponsorships, corporate giving and foundation revenue, fundraising and development, grant writing, concessions, merchandising, and social media. The text covers how this sales strategy can be applied across the broad industry of sport—from professional sport and intercollegiate and interscholastic athletics to amateur sport and organizations in recreational settings—equipping students for meaningful careers with longer-lasting success within any segment of the sport industry they enter. Throughout the text, themed
sidebars provide examples of industry best practices and successful sales strategies. Case studies in each chapter, plus discussion questions, enhance the learning experience. Plus, related online learning activities delivered through HKPropel offer practical interactive scenarios that will better prepare students to enter the sport industry. Organized by function of revenue generation, each section offers a video, an interactive scenario activity that can be assigned by instructors, and sales script templates that may be downloaded and edited for a specific application. Sales and Revenue Generation in Sport Business is designed to give students the practical knowledge they need to understand the sales process and how to successfully apply the PRO method of sales. Armed with this foundational knowledge, they will be better prepared to begin and succeed in a career in sport business. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

**Cultural Policy**

Contributions to this volume summarize and discuss the theoretical foundations of the Collaborative Research Centre at Leipzig University which address the relationship between processes of (re-)spatialization on the one hand and the establishment and characteristics of spatial formats on the other hand. Under the global condition spatial formats are products of collective negotiations on the most effective and widely acceptable balance between the claim for sovereignty and the need for interconnectedness.

**The Social Life of Economic Inequalities in Contemporary Latin America**

In Terror Capitalism anthropologist Darren Byler theorizes the contemporary Chinese colonization of the Uyghur Muslim minority group in the northwest autonomous region of Xinjiang. He shows that the mass detention of over one million Uyghurs in “reeducation camps” is part of processes of resource extraction in Uyghur lands that have led to what he calls terror capitalism—a configuration of ethnорacialization, surveillance, and mass detention that in this case promotes settler colonialism. Drawing on ethnographic fieldwork in the regional capital Ürümchi, Byler shows how media infrastructures, the state’s enforcement of “Chinese” cultural values, and the influx of Han Chinese settlers contribute to Uyghur dispossession and their expulsion from the city. He particularly attends to the experiences of young Uyghur men—who are the primary target of state violence—and how they develop masculinities and homosocial friendships to protect themselves against gendered, ethnорacial, and economic violence. By tracing the political and economic stakes of Uyghur colonization, Byler demonstrates that state-directed capitalist dispossession is coconstructed with a colonial relation of domination.

**The Oxford Handbook of Names and Naming**

Space is both a product and a prerequisite of social relations, it has the potential to block and encourage certain forms of encounter. In Common Space, activist and architect Stavros Stavrides calls for us to conceive of space-as-commons – first, to think beyond the notions of public and private space, and then to understand common space not only as space that is governed by all and remains open to all, but that explicitly expresses, encourages and exemplifies new forms of social relations and of life in common. Through a fascinating, global examination of social housing, self-built urban settlements, street trade and art, occupied space, liberated space and graffiti, Stavrides carefully shows how spaces for commoning are created. Moreover, he explores the connections between processes of spatial transformation and the formation of politicised subjects to reveal the hidden emancipatory potential of contemporary, metropolitan life.
Critical Perspectives on Cultural Memory and Heritage

City Branding

While place names have long been studied by a few devoted specialists, approaches to them have been traditionally empiricist and uncritical in character. This book brings together recent works that conceptualize the hegemonic and contested practices of geographical naming. The contributors guide the reader into struggles over toponymy in a multitude of national and local contexts across Europe, North America, New Zealand, Asia and Africa. In a ground-breaking and multidisciplinary fashion, this volume illuminates the key role of naming in the colonial silencing of indigenous cultures, canonization of nationalistic ideals into nomenclature of cities and topographic maps, as well as the formation of more or less fluid forms of postcolonial and urban identities.

The New Urban Frontier

In this handbook, scholars from around the world offer an up-to-date account of the state of the art in different areas of onomastics, in a format that is both useful to specialists in related fields and accessible to the general reader. All known languages make use of names, most commonly to identify individual people and places. Since Ancient Greece, names have been regarded as central to the study of language, and this has continued to be a major theme of both philosophical and linguistic enquiry throughout the history of Western thought. The investigation of name origins is more recent, as is the study of names in literature. Relatively new is the study of names in society, which draws on techniques from sociolinguistics and has gradually been gathering momentum over the last few decades. The structure of this volume reflects the emergence of the main branches of name studies, in roughly chronological order. The first Part focuses on name theory and outlines key issues about the role of names in language, focusing on grammar, meaning, and discourse. Parts II and III deal with the study of place-names and personal names respectively, while Part IV outlines contrasting approaches to the study of names in literature, with case studies from different languages and time periods. Part V explores the field of socio-onomastics, with chapters relating to the names of people, places, and commercial products. Part VI then examines the interdisciplinary nature of name studies, before the concluding Part presents a selection of animate and inanimate referents ranging from aircraft to animals, and explains the naming strategies adopted for them.

Introducing Urban Anthropology

Whether it’s bungee jumping in Queenstown or visiting the Guinness factory in Dublin, where we travel – and what we do when we get there - has changed significantly in the past twenty years. This innovative textbook explores what is possibly the most unrecognized of international service industries, placing tourism in the context of contemporary globalization and trade-in services. It provides new perspectives on tourism as a form of international business, and the implications for firms, the state and individuals. Split into four separate sections, with introductions outlining the key themes in each, it examines important topics such as: the role of governance and regulation in tourism services the effects of increased global mobility on tourism entrepreneurship how tourism businesses are becoming internationalized why other business sectors are increasingly interested in tourism. Case studies are used throughout to highlight important issues, from developments in the aviation industry to the rise of working holidays. This book gets to the core of a crucial service industry, and is essential reading for any researcher or student of tourism or international business.
**Housing Displacement**

Cities are the new battleground of our increasingly urban world. From the slums of the global South to the wealthy financial centers of the West, *Cities Under Siege* traces the spread of political violence through the sites, spaces, infrastructure and symbols of the world’s rapidly expanding metropolitan areas. Drawing on a wealth of original research, Stephen Graham shows how Western militaries and security forces now perceive all urban terrain as a conflict zone inhabited by lurking shadow enemies. Urban inhabitants have become targets that need to be continually tracked, scanned and controlled. Graham examines the transformation of Western armies into high-tech urban counter-insurgency forces. He looks at the militarization and surveillance of international borders, the use of ‘security’ concerns to suppress democratic dissent, and the enacting of legislation to suspend civilian law. In doing so, he reveals how the New Military Urbanism permeates the entire fabric of urban life, from subway and transport networks hardwired with high-tech ‘command and control’ systems to the insidious militarization of a popular culture corrupted by the all-pervasive discourse of ‘terrorism.’

**Naming Rights, Place Branding, and the Cultural Landscapes of Neoliberal Urbanism**

The concept of the neoliberal city has become a key structuring analytical framework in the field of urban studies. It explains both the ongoing transformation of urban policies and the socio-spatial effects of these policies within cities and highlights the prominent role of cities in the new geography of capitalism. Bringing together a team of leading scholars, this book challenges the neoliberal city thesis. It argues that the definition of neoliberalization may be more complex than it seems, resulting in oversimplified explanations of some processes, such as the rise of metropolitan governments or the importance given to urban economic development policies or gentrification. As a structuralist and macro-level theory, the “neoliberal city” does not shed light upon micro-level processes or identify and analyze actors’ logics and practices. Finally, the concept is profoundly influenced by the historical trajectories of the United Kingdom and the United States, and the generalization of this experience to other contexts often leads to a kind of academic ethnocentrism. This book argues that, on its own, the current conceptualizations of neoliberalization are insufficient. Instead, it should be analyzed alongside other transformative processes in order to provide an analytical framework to explain the variety of processes of change, motivations and justifications too easily labelled as urban neoliberalism. This unique and critical contribution will be essential reading for students and scholars alike working in Human Geography, Urban Studies, Economics, Sociology and Public Policy.

**Louisiana’s Response to Extreme Weather**

Streetscapes are part of the taken-for-granted spaces of everyday urban life, yet they are also contested arenas in which struggles over identity, memory, and place shape the social production of urban space. This book examines the role that street naming has played in the political life of urban streetscapes in both historical and contemporary cities. The renaming of streets and remaking of urban commemorative landscapes have long been key strategies that different political regimes have employed to legitimate spatial assertions of sovereign authority, ideological hegemony, and symbolic power. Over the past few decades, a rich body of critical scholarship has explored the politics of urban toponymy, and the present collection brings together the works of geographers, anthropologists, historians, linguists, planners, and political scientists to examine the power of street naming as an urban place-making practice. Covering a wide range of case studies from cities in Europe, North America, Sub-Saharan Africa, and Asia, the contributions to this volume illustrate how the naming of streets has been instrumental to the reshaping of urban spatial imaginaries and the cultural politics of
Common Space

This book is the first edited collection to bring together classic and contemporary writings on the urban grid in a single volume. The contributions showcased in this book examine the spatial histories of the grid from multiple perspectives in a variety of urban contexts. They explore the grid as both an indigenous urban form and a colonial imposition, a symbol of Confucian ideals and a spatial manifestation of the Protestant ethic, a replicable model for real estate speculation within capitalist societies and a spatial framework for the design of socialist cities. By examining the entangled histories of the grid, Gridded Worlds considers the variegated associations of gridded urban space with different political ideologies, economic systems, and cosmological orientations in comparative historical perspective. In doing so, this interdisciplinary anthology seeks to inspire new avenues of research on the past, present, and future of the gridded worlds of urban life. Gridded Worlds is primarily tailored to scholars working in the fields of urban history, world history, urban historical geography, architectural history, urban design, and the history of urban planning, and it will also be of interest to art historians, area studies scholars, and the urban studies community more generally.

Black in Place

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

The Hidden Wealth of Cities

Critical Perspectives on Cultural Memory and Heritage focuses on the importance of memory and heritage for individual and group identity, and for their sense of belonging. It aims to expose the motives and discourses related to the destruction of memory and heritage during times of war, terror, sectarian conflict and through capitalist policies. It is within these affected spheres of cultural heritage where groups and communities ascribe values, develop memories, and shape their collective identity.

Street-Naming Cultures in Africa and Israel

Since the 1990s, city branding has become a key factor in urban development policies. Cities all over the world take specific actions to manipulate the imagery and the perceptions of places, both in the eyes of the inhabitants and in those of potential tourists, investors, users and consumers. City Branding: The Ghostly Politics of Representation in Globalising Cities explores different sides of place branding policies. The construction and the manipulation of urban images triggers a complex politics of
representation, modifying the visibility and the invisibility of spaces, subjects, problems and discourses. In this sense, urban branding is not an innocent tool; this book aims to investigate and reflect on the ideas of urban life, the political unconscious, the affective geographies and the imaginaries of power constructed and reproduced through urban branding. This book situates city branding within different geographical contexts and ‘ordinary’ cities, demonstrated through a number of international case studies. In order to map and contextualise the variety of urban imaginaries involved, author Alberto Vanolo incorporates conceptual tools from cultural studies and the embrace of an explicitly post-colonial perspective. This critical analysis of current place branding strategy is an essential reference for the study of city marketing.

**Ethics, Design and Planning of the Built Environment**

This book provides an overview of the Horizontal Metropolis concept, and of the theoretical, methodological and political implications for the interdisciplinary field in which it operates. The book investigates the contemporary emergence of a new type of extended urbanity across regions, territories and continents, up to the global scale. Further, it explores the diffusion of contemporary urban conditions in an interdisciplinary and original manner by analyzing essential case studies. Offering extensive content on the Horizontal Metropolis concept, the book presents a range of approaches intended to transcend various inherited spatial ontologies: urban/rural, town/country, city/non-city, and society/nature. The book is intended for all readers interested in the emergence and development of new approaches in cultural theory, urban and design education, landscape urbanism and geography.

**The Life and Afterlife of Gay Neighborhoods**

**The Political Life of Urban Streetscapes**

This book focuses on the rise of sharing and collaboration practices among peers in Spanish digital cultures and social movements in the wake of Spain's financial meltdown of 2008.

**The Horizontal Metropolis Between Urbanism and Urbanization**

In recent decades, urban policymakers have increasingly embraced the selling of naming rights as a means of generating revenue to construct and maintain urban infrastructure. The contemporary practice of toponymic commodification has its roots in the history of philanthropic gifting and the commercialization of professional sports, yet it has now become an integral part of the policy toolkit of neoliberal urbanism more generally. As a result, the naming of everything from sports arenas to public transit stations has come to be viewed as a sponsorship opportunity, yet such naming rights initiatives have not gone uncontested. This edited collection examines the political economy and cultural politics of urban place naming and considers how the commodification of naming rights is transforming the cultural landscapes of contemporary cities. Drawing upon case studies ranging from the selling of naming rights for sports arenas in European cities and metro stations in Dubai to the role of philanthropic naming in the "Facebookification" of San Francisco’s gentrifying neighborhoods, the contributions to this book draw attention to the diverse ways in which toponymic commodification is reshaping the identities of public places into time-limited, rent-generating commodities and the broader implications of these changes on the production of urban space. The chapters in this book were originally published as a special issue of Urban Geography.
The book proposes a set of original contributions in research areas shared by planning theory, architectural research, design and ethical inquiry. The contributors gathered in 2010 at the Ethics of the Built Environment seminar organized by the editors at Delft University of Technology. Both prominent and emerging scholars presented their researches in the areas of aesthetics, technological risks, planning theory and architecture. The scope of the seminar was highlighting shared lines of ethical inquiry among the themes discussed, in order to identify perspectives of innovative interdisciplinary research. After the seminar all seminar participants have elaborated their proposed contributions. Some of the most prominent international authors in the field were subsequently invited to join in with this inquiry. Claudia Basta teaches “Network Infrastructures and Mobility” at Wageningen University. Between 2009 and 2011 she worked as Coordinator of the 3TU Centre of Excellence for Ethics and Technology of Delft University, where she completed her post-doc research on the shared areas of investigation between risk theories, planning theories and ethical inquiry. Her main research interests concern the matter of assessing and governing technological risks in relation to sustainable land use planning. She wrote a number of journal articles and contributions to collective books on these themes. Stefano Moroni teaches “Land use ethics and the law” at Milan Politecnico. His main research interests concern planning theory and ethics. He is the author of a number of books and journal articles. Recent publications (as co-author): Contractual Communities in the Self-Organizing City (Springer 2012).

Sales and Revenue Generation in Sport Business

This book examines reasons, processes, and consequences of housing displacement in different geographical contexts. It explores displacement as a prime act of housing injustice – a central issue in urban injustices. With international case studies from the US, the UK, Australia, Canada, India, Spain, Denmark, Sweden, and Hungary, this book explores how housing displacement processes are more diverse and mutate into more new forms than have been acknowledged in the literature. It emphasizes a need to look beyond the existing rich gentrification literature to give primacy to researching processes of displacement to understand the socio-spatial change in the city. Although it is empirically and methodologically demanding for several reasons, studying displacement highlights gentrification’s unjust nature as well as the unjust housing policies in cities and neighborhoods that are simply not undergoing gentrification. The book also demonstrates how expulsion, though under-researched, has become a vital component of contemporary advanced capitalism, and how a focus on gentrification has hindered a potential focus on its flipside of ‘displacement’, as well as the study of the occurrence of poor cleansing from a long-term historical perspective. This book offers interdisciplinary perspectives on housing displacement to academics and researchers in the fields of urban studies, housing, citizenship, and migration studies, interested in housing policies and governance practices at the urban scale.

Urban Commons

While Washington, D.C., is still often referred to as "Chocolate City," it has undergone significant demographic, political, and economic change in the last decade. In D.C., no place represents this shift better than the H Street corridor. In this book, Brandi Thompson Summers documents D.C.’s shift to a "post-chocolate" cosmopolitan metropolis by charting H Street's economic and racial developments. In doing so, she offers a theoretical framework for understanding how blackness is aestheticized and deployed to organize landscapes and raise capital. Summers focuses on the continuing significance of blackness in a place like the nation's capital, how blackness contributes to our understanding of contemporary urbanization, and how it laid an important foundation for how Black people have been thought to exist in cities. Summers also analyzes how blackness—as a representation of diversity—is marketed to sell a progressive, "cool," and authentic experience of being in and moving through an urban center. Using a mix of participant observation, visual and media analysis, interviews, and archival
research, Summers shows how blackness has become a prized and lucrative aesthetic that often excludes D.C.’s Black residents.

**Staging the New Berlin**

This book rethinks the city by examining its various forms of collectivity – their atmospheres, modes of exclusion and self-organization, as well as how they are governed – on the basis of a critical discussion of the notion of urban commons. The idea of the commons has received surprisingly little attention in urban theory, although the city may well be conceived as a shared resource. Urban Commons: Rethinking the City offers an attempt to reconsider what a city might be by studying how the notion of the commons opens up new understandings of urban collectivities, addressing a range of questions about urban diversity, urban governance, urban belonging, urban sexuality, urban subcultures, and urban poverty; but also by discussing in more methodological terms how one might study the urban commons. In these respects, the rethinking of the city undertaken in this book has a critical dimension, as the notion of the commons delivers new insights about how collective urban life is formed and governed.

**Aesthetics of Gentrification**

Globally, Smart Cities initiatives are pursued which reproduce the interests of capital and neoliberal government, rather than wider public good. This book explores smart urbanism and ‘the right to the city’, examining citizenship, social justice, commoning, civic participation, and co-creation to imagine a different kind of Smart City.

**Spatial Formats under the Global Condition**

This book is focused on the street-naming politics, policies and practices that have been shaping and reshaping the semantic, textual and visual environments of urban Africa and Israel. Its chapters expand on prominent issues, such as the importance of extra-formal processes, naming reception and unofficial toponymies, naming decolonisation, place attachment, place-making and the materiality of street signage. By this, the book directly contributes to the mainstreaming of Africa’s toponymic cultures in recent critical place-names studies. Unconventionally and experimentally, comparative glimpses are made throughout between toponymic experiences of African and Israeli cities, exploring pioneering issues in the overwhelmingly Eurocentric research tradition. The latter tends to be concentrated on Europe and North America, to focus on nationalistic ideologies and regime change and to over-rely on top-down ‘mere’ mapping and street indexing. This volume is also unique in incorporating a rich and stimulating variety of visual evidence from a wide range of African and Israeli cities. The materiality of street signage signifies the profound and powerful connections between structured politics, current mundane practices, historical traditions and subaltern cultures. Street-Naming Cultures in Africa and Israel is an important contribution to urban studies, toponymic research and African studies for scholars and students.

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