



17th International Summer School 2011

European Ph.D. on  
Social Representations and Communication  
At the Multimedia LAB & Research Center, Rome-Italy



"Social Representations of Urban Places  
and Environment: Images, Memory and Identity"

8th - 20th July 2011

<http://www.europhd.eu/html/onda02/07/18.00.00.00.shtml>

Key Lecture

European Ph.D

on Social Representations and Communication

[www.europhd.eu](http://www.europhd.eu)



# **Ethnization Migration Identity and/in urban places**

**18<sup>th</sup> International Lab Meeting – Summer Session 2011**

*Rome, July 12, 2011*

# Cities and migration

- **Destined to grow**
- **Types of immigration**
  - **And social effects (Richard Sennett)**
- **Current patterns of immigration**
  - **European cities**

# **Ethno-Cities**

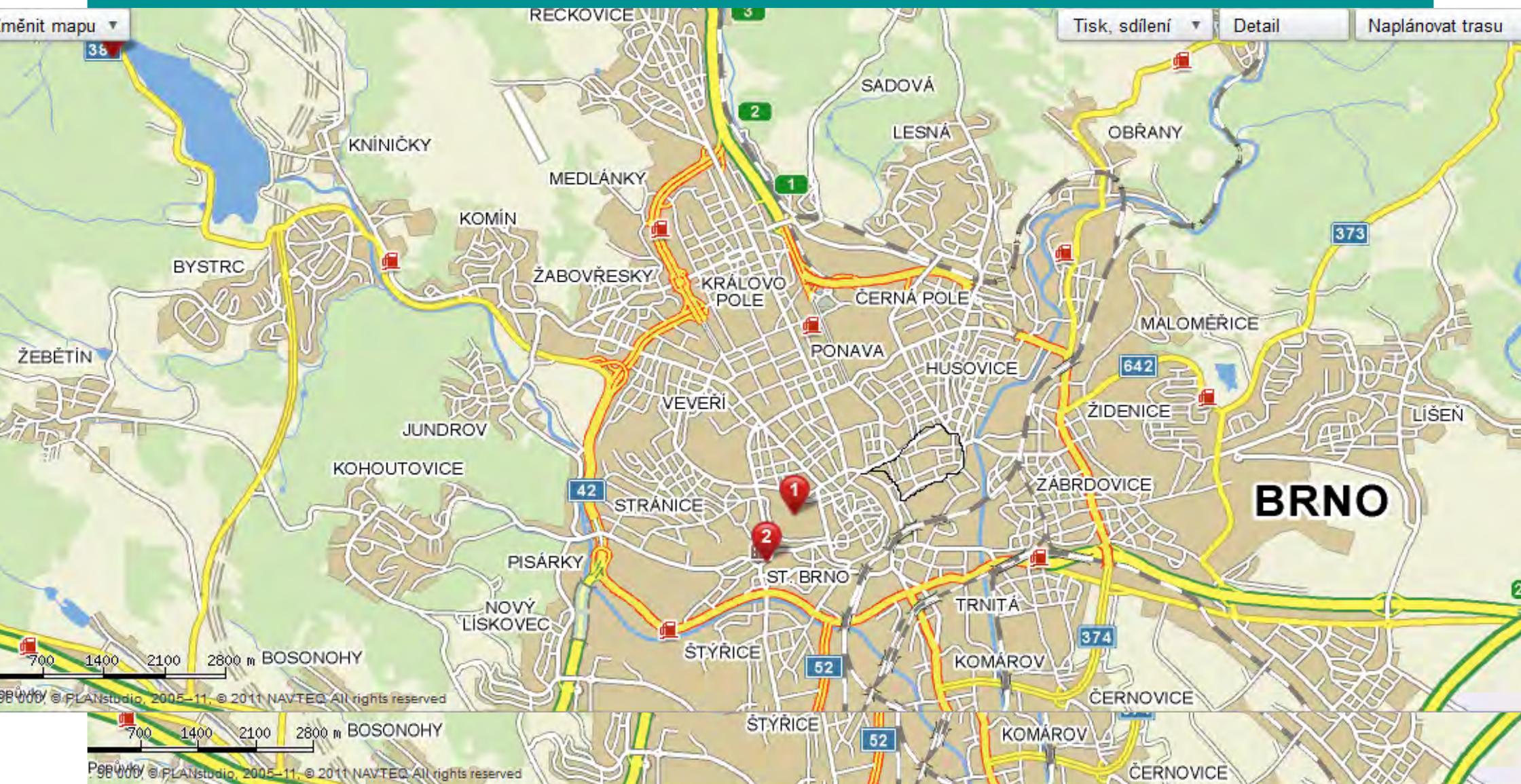
- **Migration, urban planning and social-cultural change**
  - **The double crisis of assimilation**
  - **Ethnic city-enclaves**
    - **Social problem**
    - **Ethnic maps**
    - **Diversity as a value and attraction**

# The Bronx into Bronx

[http://gis.brno.cz/tms/ver\\_a/#c=-597523%252C-1160474&z=3&l=orto&p=&](http://gis.brno.cz/tms/ver_a/#c=-597523%252C-1160474&z=3&l=orto&p=&)

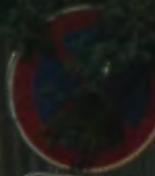
- **Between New York City and Brno**
  - **trans-spatial imagination**
  - **global iconic image and (global) transmission of meaning**
  - **ethnization of an urban place**
- **Global anchors and local objects**
  - **Ethnic landmarks (Museum of Roma Culture)**
- **local identity: stigma and pride**

# Brno's Bronx: location





BENNA  
BAR  
CASINO  
NOVOTN



od 11.7.11

# Distinctions and Delineations

- **Representational objects (objectifiers)**
  - Material *instruments / carriers* of urban representation
- **Representational borders**
  - Topographic *instruments / carriers* of urban representation

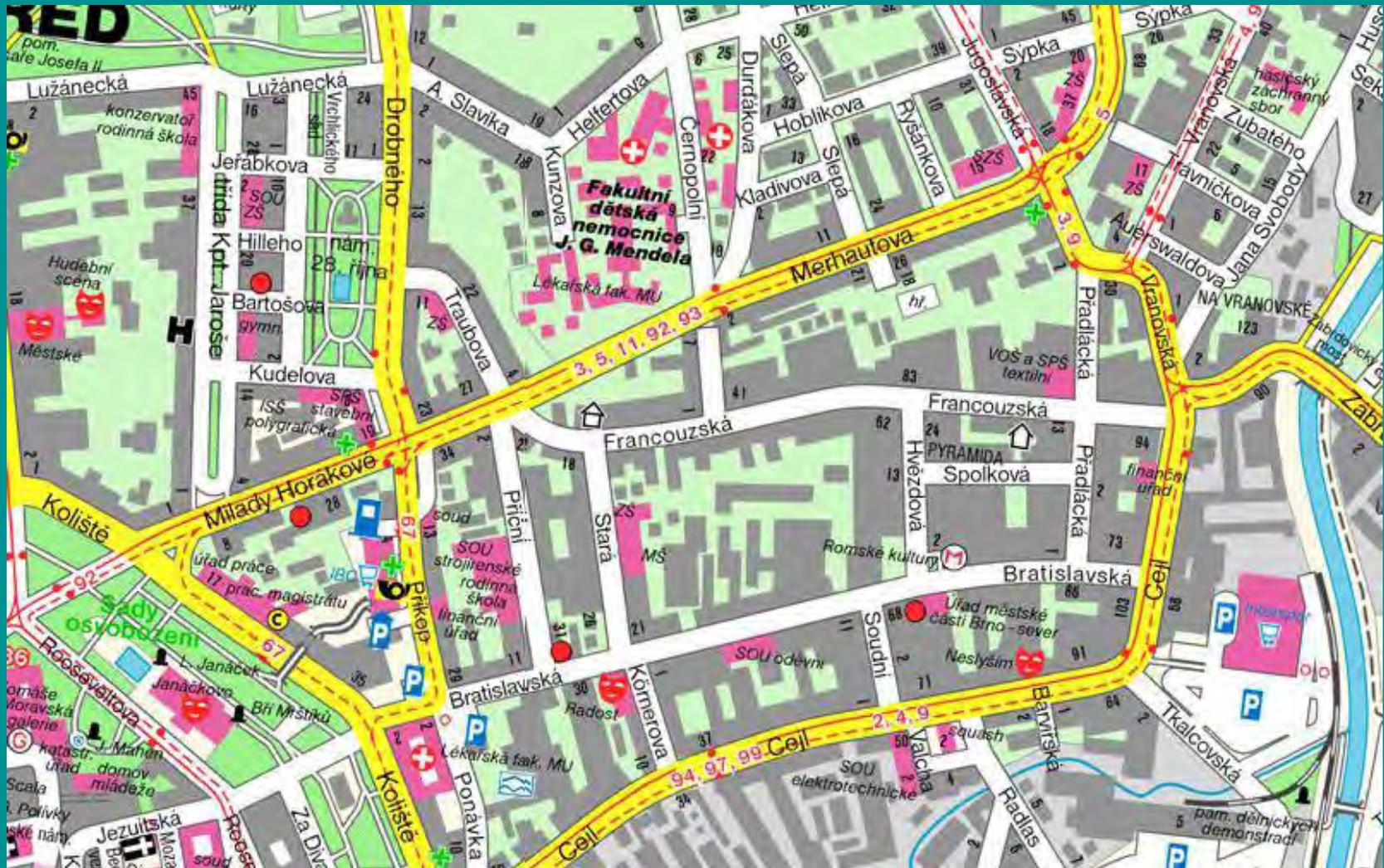
# Delineations

- **Borders**

- Buffer zones (west: city center)
- **Porous lines** (south: industrial area)
  - **Peripheral centers I (Cejl)**

- **Fortresses**

- **Peripheral centers II**
- **Double sense of (not) be-longing** (we to it, it to us)



**borders: buffer zone**



50  
FAGOR

MINIŠPORT

www.photo





8  
IBC

IBC

NOVÉ  
GARÁŽOVÉ STANÍ  
604 222 844

VOZÍČKÁŘI

# Delineations

- **Borders**
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**borders: porous lines**



Trafika

NEVSTERN  
BROOK



Lombardica

Suchic meň ply



IMPULS

Každěmu

KVĚTINY



# Delineations

- **Borders**
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# Basic school „Osmeč“

## Prevention program of the Czech Police



# Basic school Merhautova



# Basic school Vranovská



# Representative Urban Objects

## IDENTITY OF A PLACE

- **Symbiotic/Symbolic Chains**
  - Gambling places
  - Second hand (pawnbrokers') stores
  - local pubs and small stores
  - Charity institutions
- **Global super-ethnization**
  - *And Bar Net*



HERNA NONSTOP BAR



NON STOP ABBAS BAR - HERNA - BILLIARD

KASAVARNA

SUPER JACKPOT BAR

BAR HERNA  
NOVINKA  
VLT videoterminaly  
VYSOKÉ SÁZKY =  
= VYSOKÉ VÝHRÝ  
ZA JEDNO OTOČENÍ  
MILION!!!  
BAR HERNA





**ARMÁDA SPÁSY**

**ZASTAVARNA**





Starobrig  
STAROBRIK-BEVER  
BEERNA BAR

STAROBRIK-BEVER

VJEZD NEPARKOVANJE

NONSTOP



West  
TABAK

TABAK  
SAZKA

Zlatopran  
NON-STOP  
HERNA BAR  
Slovak Republic

NON-STOP  
HERNA - BAR  
Zlatopran  
HERNA  
Slovak Republic

HERNA

BAR  
HERNA  
NON STOP





Asian Herna Bar

Ruleta Bonver

Starobran

HERNA BAR

ASIJSKE SPECIALITY

RYCHE ASIJSKE SPECIALITY

Asijské Barové		ASIOV BIKER	
Cajf 16	17h - 21h	17h - 21h	21h - 23h
1. 100 Kč	1. 100 Kč	1. 100 Kč	1. 100 Kč
2. 120 Kč	2. 120 Kč	2. 120 Kč	2. 120 Kč
3. 150 Kč	3. 150 Kč	3. 150 Kč	3. 150 Kč
4. 180 Kč	4. 180 Kč	4. 180 Kč	4. 180 Kč
5. 200 Kč	5. 200 Kč	5. 200 Kč	5. 200 Kč
6. 220 Kč	6. 220 Kč	6. 220 Kč	6. 220 Kč
7. 250 Kč	7. 250 Kč	7. 250 Kč	7. 250 Kč
8. 280 Kč	8. 280 Kč	8. 280 Kč	8. 280 Kč
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33. 900 Kč	33. 900 Kč	33. 900 Kč	33. 900 Kč
34. 920 Kč	34. 920 Kč	34. 920 Kč	34. 920 Kč
35. 950 Kč	35. 950 Kč	35. 950 Kč	35. 950 Kč
36. 980 Kč	36. 980 Kč	36. 980 Kč	36. 980 Kč
37. 1000 Kč	37. 1000 Kč	37. 1000 Kč	37. 1000 Kč

BAR

HERNA BAR

HERNA BAR

NA TOUŽENÝ  
PŘÍJEM  
VÝHRA  
UN



**AFRO BAR SEMBA**

AFRO BAR  
**SEMBA**  
Čajovník  
kávična  
- Afro bar

Bagety

KADĚŘNICTVÍ



PÁNSKÉ  
DÁMSKÉ  
DĚTSKÉ

- MOKRY STRY
- PRÍLA
- BARBY
- KLASICKÝ KLAS
- BARBY
- BARBY
- BARBY
- BARBY

**TABÁK**  
NOVINY • CIGAR

**West**  
TABÁK

NEJLEPŠÍ ZNÁMÝ  
KOUŘENÍ ZDROJEM TAVENÍ



# Local Semiotics

- Making themselves at home through language
  - LP's
  - The Apaches

action  
**SHOP**

airsoft  
paintball  
military



[www.actionshop.cz](http://www.actionshop.cz)



**BLAUPUNKT**  
The Professional Choice

POLICE  
BRNO

ČR



# **Contrasting challenges: signs of gentrification**

## **The urban imagination of**

- Architects**
- Urban planners**
- Developers**
- Business people**
- New middle classes**



ARMADA SPÁSY

KAPITÁL  
BRATISLAVA





SUMMIT RIDE

CLUBWASH Brno



УЛУПНА  
СТРАЖА И ПАРКИРАЊЕ

100  
100  
100



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**FOR SALE**  
www.42.eu  
605 22 99 22

# **Spatial Imagination and shifting borders**

- **The social effects of porous symbolic borders**
- **Expansive imagination**
  - **Gentrification and Bronx moving south**



DAWEL

HT GROUP



# So, where's the Brno Bronx after all?

