



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



Ethnization Migration Identity and/in urban places

18th 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

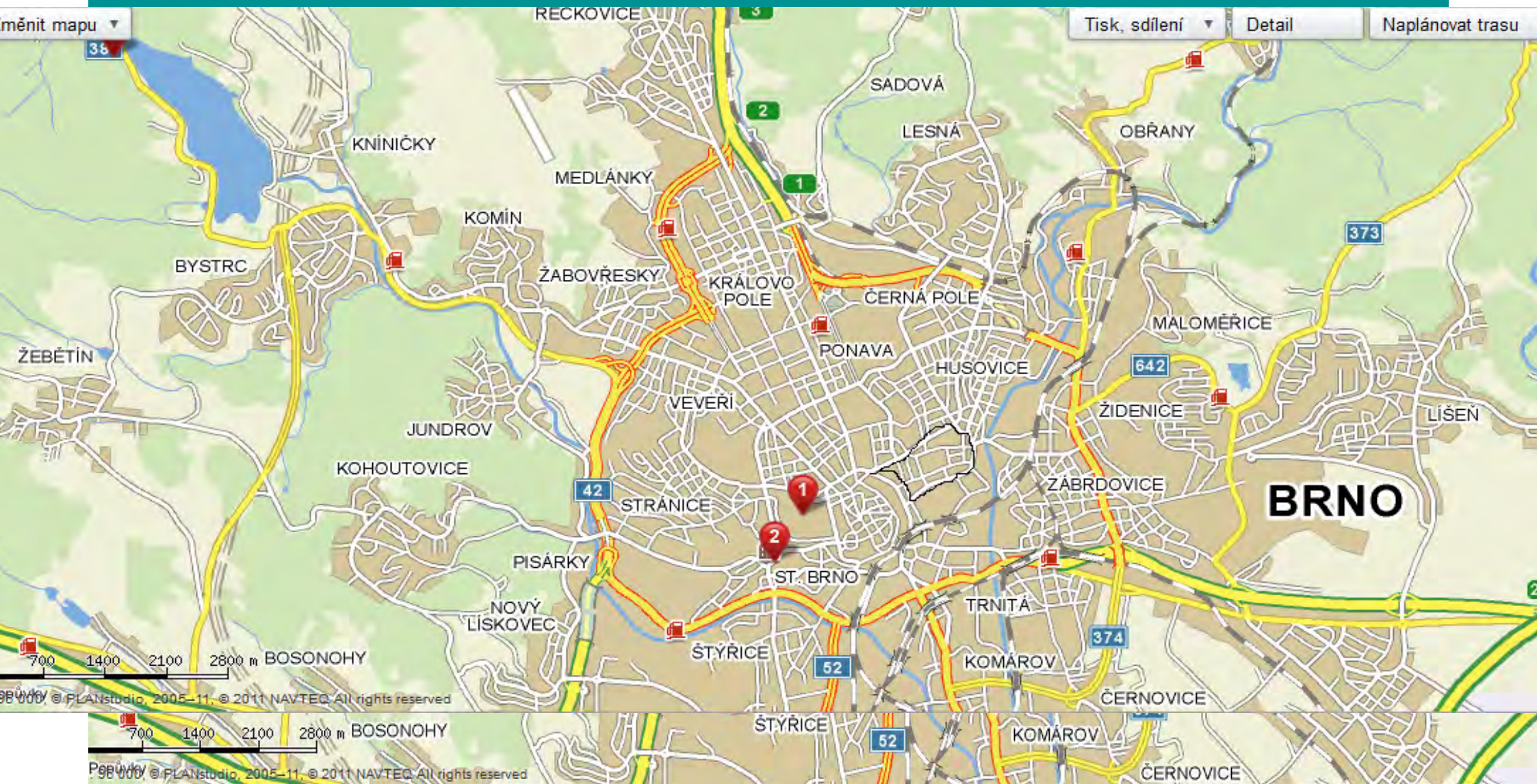
- **Migration, urban planning and social-cultural change**
 - **The double crisis of assimilation**
 - **Ethnic city-enclaves**
 - **Social problem**
 - **Ethnic maps**
 - **Diversity as a value and attraction**

The Bronx into Bronx

http://gis.brno.cz/tms/ver_a/#c=-597523%252C-1160474&z=3&l=orto&p=&

- **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





HERRA
BAR
CASINO
NOVOTN



od 11.2.11

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







Delineations

- **Borders**
 - **Buffer zones** (west: city center)
 - **Porous division lines** (south: industrial area)
 - **Peripheral centers I (Cejl)**
- **Educational fortresses**
 - **Peripheral centers II**
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borders: porous lines



Trafika

INDUSTRIAL



Delineations

- **Borders**
 - **Buffer zones** (west: city center)
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Basic school „Osmec“

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



NONSTOP
BAR HERNA ABBAS
BILLIARD

KASINÁRNA
MICK

SUPER JACKPOT
BAR
NONSTOP

BAR HERNA

NOVINKA

VLT videoterminály
VYSOKÉ SÁZKY =
= VYSOKÉ VÝHRY

ZA JEDNO OTOČENÍ
MILION!!!

BAR HERNA



ARMÁDA SPÁSY

ZASTAVARNA





Starobring
STAROBING-BEVER
GERMAN BAR

STAROBING-BEVER

NONSTOP

VJEZD NEPARKOVANJE





Asian Herna Bar

Ruleta Bonver

Starobran
HERNA BAR

ASIJSKE
SPECIALITY

RYCHE
ASIJSKE
SPECIALITY

Asijské Barové	
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10:00 - 15:00	15:00 - 18:00
15:00 - 18:00	18:00 - 21:00
18:00 - 21:00	21:00 - 24:00
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13:00 - 16:00	16:00 - 19:00
19:00 - 22:00	22:00 - 25:00
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31:00 - 34:00	34:00 - 37:00
37:00 - 40:00	40:00 - 43:00
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73:00 - 76:00	76:00 - 79:00
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91:00 - 94:00	94:00 - 97:00
97:00 - 100:00	100:00 - 103:00
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223:00 - 226:00	226:00 - 229:00
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301:00 - 304:00	304:00 - 307:00
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343:00 - 346:00	346:00 - 349:00
349:00 - 352:00	352:00 - 355:00
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517:00 - 520:00	520:00 - 523:00
523:00 - 526:00	526:00 - 529:00
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565:00 - 568:00	568:00 - 571:00
571:00 - 574:00	574:00 - 577:00
577:00 - 580:00	580:00 - 583:00
583:00 - 586:00	586:00 - 589:00
589:00 - 592:00	592:00 - 595:00
595:00 - 598:00	598:00 - 601:00
601:00 - 604:00	604:00 - 607:00
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613:00 - 616:00	616:00 - 619:00
619:00 - 622:00	622:00 - 625:00
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637:00 - 640:00	640:00 - 643:00
643:00 - 646:00	646:00 - 649:00
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673:00 - 676:00	676:00 - 679:00
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727:00 - 730:00	730:00 - 733:00
733:00 - 736:00	736:00 - 739:00
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745:00 - 748:00	748:00 - 751:00
751:00 - 754:00	754:00 - 757:00
757:00 - 760:00	760:00 - 763:00
763:00 - 766:00	766:00 - 769:00
769:00 - 772:00	772:00 - 775:00
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955:00 - 958:00	958:00 - 961:00
961:00 - 964:00	964:00 - 967:00
967:00 - 970:00	970:00 - 973:00
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979:00 - 982:00	982:00 - 985:00
985:00 - 988:00	988:00 - 991:00
991:00 - 994:00	994:00 - 997:00
997:00 - 1000:00	1000:00 - 1003:00



LYNEM-STEOL-UN

Starom

LYNEM-STEOL-UN

AFRO BAR SEMBA

AFRO BAR
SEMBA

SEMBA

čajovník
kávová
- Afro bar

Bagety

KADĚŘNICTVÍ

PÁNSKÉ
DÁMSKÉ
DĚTSKÉ

- KOSY STYL
- TRÝSKA
- KLASICKÉ KLASY
- KLASICKÉ KLASY
- KLASICKÉ KLASY
- KLASICKÉ KLASY
- KLASICKÉ KLASY

TABÁK
NOVINY • CIGAR

West
TABÁK

MINISTERSTVO ŽIVNOSTI ČR
KOUŘEN ZDRAVÍ NEPŘÍSLUŠNÉ



local Semiotics

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



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BRNO

ČR



Contrasting challenges: signs of gentrification

The urban imagination of

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



ARMADA SPÁSY





SUMMIT RIDE

CLUBWASH Brn





Spatial Imagination and shifting borders

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





So, where's the Brno Bronx after all?

