



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

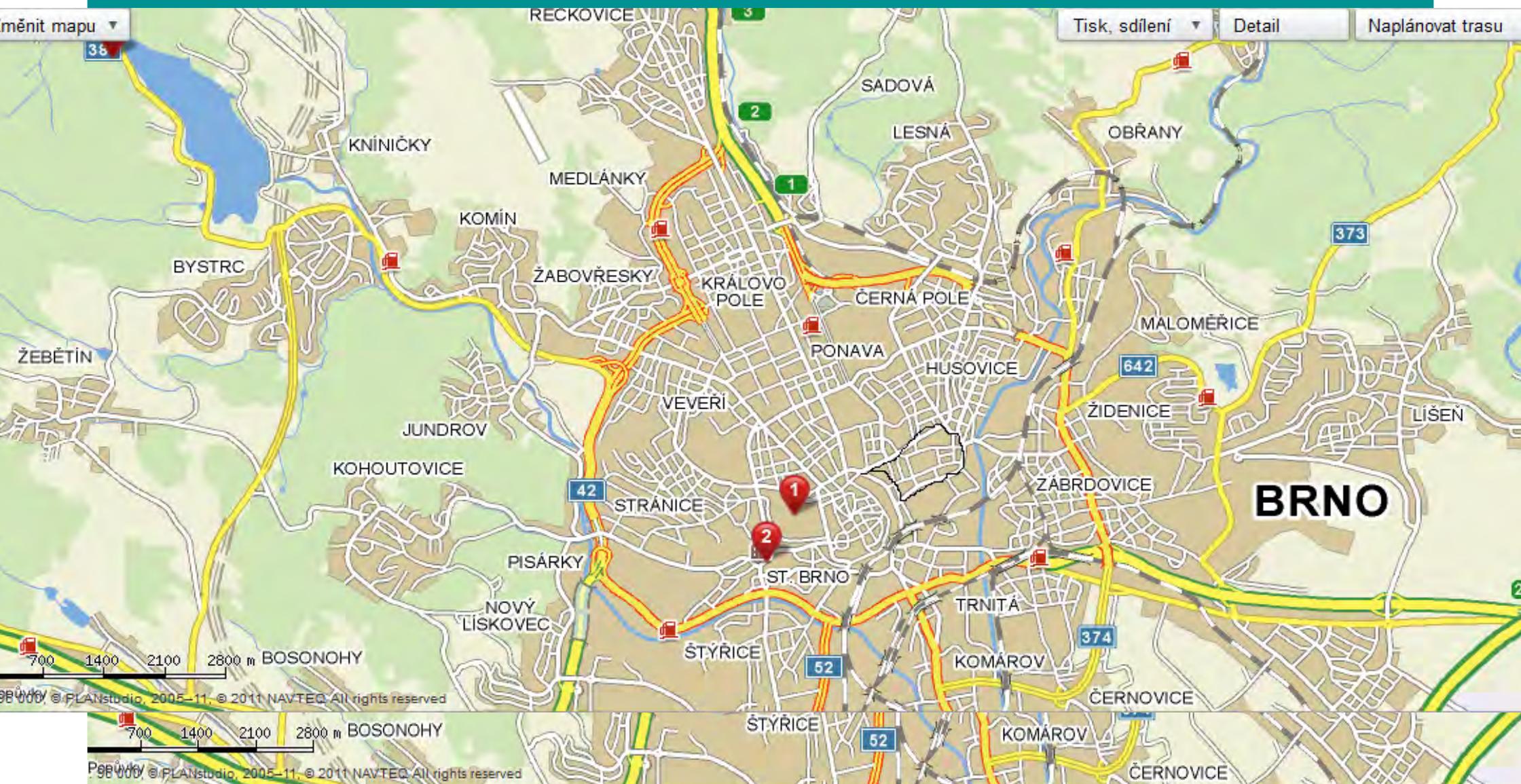
- **Migration, urban planning and social-cultural change**
 - **The double crisis of assimilation**
 - **Ethnic city-enclaves**
 - **Social problem**
 - **Ethnic maps**
 - **Diversity as a value and attraction**

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





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

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8
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Delineations

- **Borders**
 - **Buffer zones** (west: city center)
 - **Porous division lines** (south: industrial area)
 - **Peripheral centers I (Cejl)**
- **Educational fortresses**
 - **Peripheral centers II**
 - **Double sense of (not)be-longing** (we to it, it to us)



borders: porous lines



Lonsdale

Suchic meň ply



IMPULS

Kakao

KVĚTINY

VEŠE KĚTINY

PODROBĚNĚ

STAVBA

STAVBA

STAVBA

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
NONSTOP

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



ARMÁDA SPÁSY

ZASTAVARNA





Starobrig
BEVERNA BAR

STAROBRIK-BEVER

VJEZD NEPARKOVANJE





Zlatopran

HERNA BAR

NON-STOP

NON-STOP
HERNA - BAR

Zlatopran

HERNA

skveľí autentičtí

HERNA

BAR

HERNA

NON STOP

West
TABAK

TABAK
SAZKA

HERNA

HERNA

HERNA

HERNA

HERNA

HERNA

HERNA

HERNA

HERNA



Asian Herna Bar

Ruleta Bonver

Starobran

HERNA BAR

ASIJSKE SPECIALITY

RYCHE ASIJSKE SPECIALITY

Asijské Barové		ASIOVÝ DEK	
Cajf 16	17h - 21h	17h - 19h	19h - 21h

CENNA HODKA
TAS

CENNA HODKA
HERNA BAR

CENNA HODKA

NA TOUŽENÝ
PŘÍJEM
VÝHRA
UN



AFRO BAR SEMBA

AFRO BAR
SEMBA
Čajovník
kávična
- Afro bar

Bagety

KADĚŘNICTVÍ

PÁNEK
DÁMSKÉ
DĚTSKÉ

- MOKO ČOKO
- PÝLA
- BARRIO FLAVO
- BARRIO MILE
- BARRIO MILE
- BARRIO
- DĚSKO

TABÁK
NOVINY • CIGAR

West
TABÁK

NEJLEPŠÍ ZNÁMÝ
KOUŘENÍ ZDROJEM TAVENÍ



Local Semiotics

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

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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



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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?

