

FACES OF THE CITY

Creative economy and the South: an opportunity for growing or a tool reinforcing segregation.

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Although the term creative economies was initially popularised in countries such as the UK and the US, it has since gained currency in some middle income countries. Often linked to urban regeneration projects "creative hubs" arise in the city, where local (and international) elites define urban enclaves, which work as city-state and concentrate power and elite interests. On sale is not simply a working or residential space, but a lifestyle which has no dialogue with the reality of the original lived spaces. Indeed these real estate products claims to correct the incivility of the city within which they are imbedded in order to link to the modern world (and its markets). The presentation will show my PhD project, and illustrate some of the findings of the study. This research interrogates who these new economic subjects are, the sustainability and interests of these new economies and who the real beneficiaries are. It analyses the phenomena of gentrification in the South as a new form of colonialism acting both in a local and global scale, reproducing relations of power and control on societies already marked by serious indexes of inequality. It explores the link between cultural institutions and private and public investors in these processes.

Laura Burocco is currently a PhD candidate at Escola de Comunicação da Universidade Federal do Rio de Janeiro, Communication Technologies and Aesthetic field of research, CAPES scholarship. Her research areas: cognitive capitalism, creativity and institutional critique, gentrification and decolonial studies. She graduated in Law by the State University of Milan and holds a Master in Urban Sociology by the State University of Rio - UERJ, and MBE Housing from the University of the Witwatersrand.



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