



Global cities, local streets: everyday diversity from New York to Shanghai, edited by Sharon Zukin, Philip Kasinitz, and Xiangming Chen, New York, and London, Routledge. 2016, 230 pp., £120.00, ISBN 978-1-138-02392-5 (hbk), £29.99, ISBN 978-1-138-02393-2 (pbk), ISBN 978-1-315-77619-4 (ebk)

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The book examines streets in various countries to understand global dynamics and local responses. The editors refer to a global toolkit for street revitalisation through ‘interconnections between individual actors, capital investment, state regulation and aesthetic taste’ (p. 21). Local streets are affected by external factors including governments, economies playing major roles in the supply chain of various goods, demographic changes, laws and policies related to taxes, land zoning, regulations, migration, infrastructure and finally the media and its portrayal of streets (p. 15).

In Chapter 1, the editors present a framework for researching local streets to understand how their diversity in terms of people and activities affects neighbourhoods. Two major challenges are addressed: globalisation and gentrification, examining various responses to them in relation to: shop owners, shopkeepers and the shoppers. While these groups are not always proprietors in a street, their social interactions establish moral ownership, place attachment or use value of the street that is beyond its exchange value (Lefebvre 1991).

As streets are conducive to interaction (Jacobs 1961), the editors refer to streets as habitats and ecosystems with shops working like a code that repeats itself in different city neighbourhoods, creating each time a unique identity evolving through time. The editors refer to present-time coexisting ethnicities as the ‘new social habitus’ (p. 9), and indicate how clusters of migrant communities could lead to ghettoisation, or become tourist attractions by introducing the ABCs of gentrification: art galleries, boutiques and cafés (p. 12).

In the next chapters, the contextual background of two seemingly different streets are presented, followed by detailed description of each and changes in its shops and activities over time. Then shopkeeper interviews and their stories provide an understanding of street dynamics, followed by a synthesis on these streets. The figures and diagrams in each chapter enable an analysis of streets across cities.

In Chapter 2, Kasinitz and Zukin present two shopping streets in New York City, focusing on Orchard and Fulton Streets, both in poor yet central neighbourhoods with ethnic affiliations. The authors discuss moral ownership in each, with Fulton’s being stronger due to African American’s attachment to the street as a home.

Chapter 3 by Yu, Chen and Zhong examines local shops in Shanghai focusing on economic reforms, migration, bottom up development and their effects on Tianzifang Street in old central Shanghai, and Minixnglu Street in a residential area, which emerged after ground floor housing transformed to shops. Tianzifang’s development was influenced by an official’s visit to SOHO, giving the opportunity to an old neighbourhood to show its economic potential, and develop into an artistic district. In contrast, residents in Minixnglu faced displacement as old buildings were demolished, while their shops remained on that street.

Hagemans, Hendriks, Rath and Zukin discuss in Chapter 4 social diversity in two commercial streets in Amsterdam. Utrechtsestraat and Javastraat are located, respectively, in the central belt and eastern suburb. In Utrechtsestraat, shopkeepers formed an association to protect themselves against gentrification, while in Javastraat, governmental intervention that changed zoning and managed uses, intended to displace ethnic shopkeepers, building on ‘aesthetic and not ethnic diversity’ (p. 109).

In Chapter 5, Hentschel and Blokland examine Karl Marx in Neuhölln and Muellerstrasse in Wedding in Berlin. The cases reflect the lack of solidarity among shopkeepers (p. 135) with a high turnover of shops, and a ‘commercial mix’ rather than ‘ethnic diversity’ (p. 128). The

absence of a shared concern and sense of community are reflected in the areas' decline and 'urban marginality', echoing the presence of undesired migrants (p. 137).

In Chapter 6, Rankin, Kamizaki and McLean explore gentrification in Toronto's streets, with its diverse neighbourhoods due to immigration. The municipal government attempts to support shopping streets with Business Improvement Area schemes (p. 140), to meet the increasing and diverse population needs, and counter the competition of dominant suburban retail shopping. The authors examine the different approaches to revitalisation in the suburban street of Mount Dennis and the more central Bloordale, both faced disinvestment partly due to criminal security issues. Mount Dennis' redevelopment plans focused on green-cultural economy, while Bloordale used its various ethnicities to market itself, or implement 'ethnic branding' (p. 144).

Hattori, Kim and Machimura introduce in Chapter 7 Tokyo's Azabu-Juban as a retail street outside the centre with a palimpsest of buildings from different periods (p. 174), and Shimokitazawa in a western suburb. Both streets have a mix of local and foreign cultural elements, yet reflect the current Japanese authenticity (p. 173); 'authentic' (p. 193) refers to representing new and diverse cultures and being tolerant towards them, which becomes their 'Japanese-ness'.

In Chapter 8, the editors provide some recommendations. With the risk of globalisation and gentrification, a balance between old and new should be sought, creating a 'home' within the city, a sense of belonging or moral ownership (p. 197). The local street should remain: 'an experience of living in a sense, socially diverse, sensually stimulating environment' (p. 194). The editors indicate how diversity has different meanings according to the context, with ethnic pluralism giving value to ethnic concentrations in North America, while in Tokyo Japanese-ness is celebrated. In either case, it is vital to maintain the 'social and cultural embeddedness of economic activity' (p. 205). Successful local streets are able to balance the needs of various stakeholders, economic value, character and distinctiveness, interaction and co-presence, and everyday diversity.

The editors' research note at the end explains their design of a transnational research project with a methodology for addressing different contexts while responding to research questions related to change, community, government, homogenisation and adaptation.

References

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