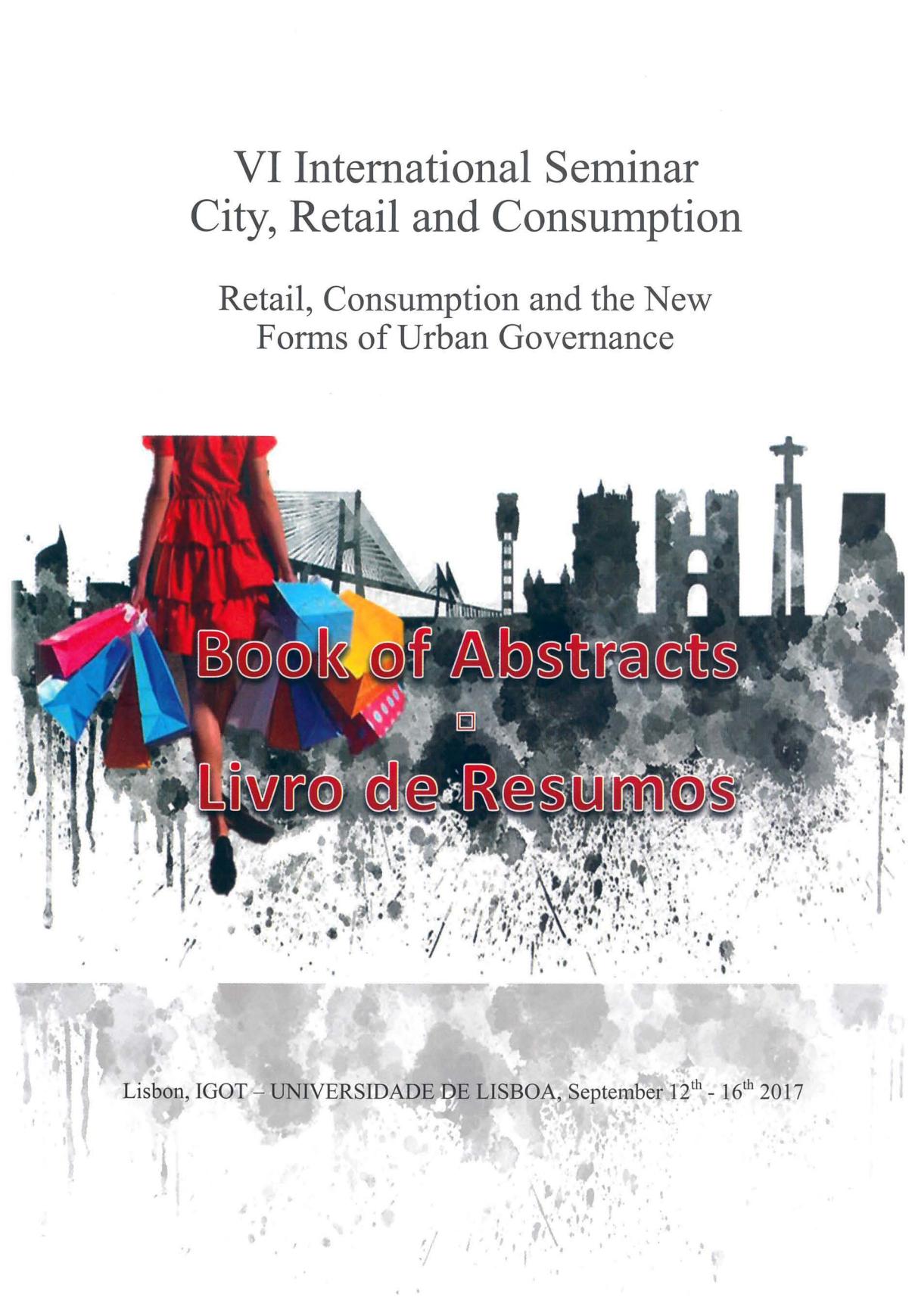


VI International Seminar City, Retail and Consumption

Retail, Consumption and the New
Forms of Urban Governance

A composite image featuring a woman in a red tiered dress walking away from the viewer, carrying several colorful shopping bags (blue, yellow, pink, orange). She is positioned in front of a dark silhouette of a city skyline, which includes recognizable landmarks like the Eiffel Tower and the Christ the King statue. The background is a light, textured sky.

Book of Abstracts
□
Livro de Resumos

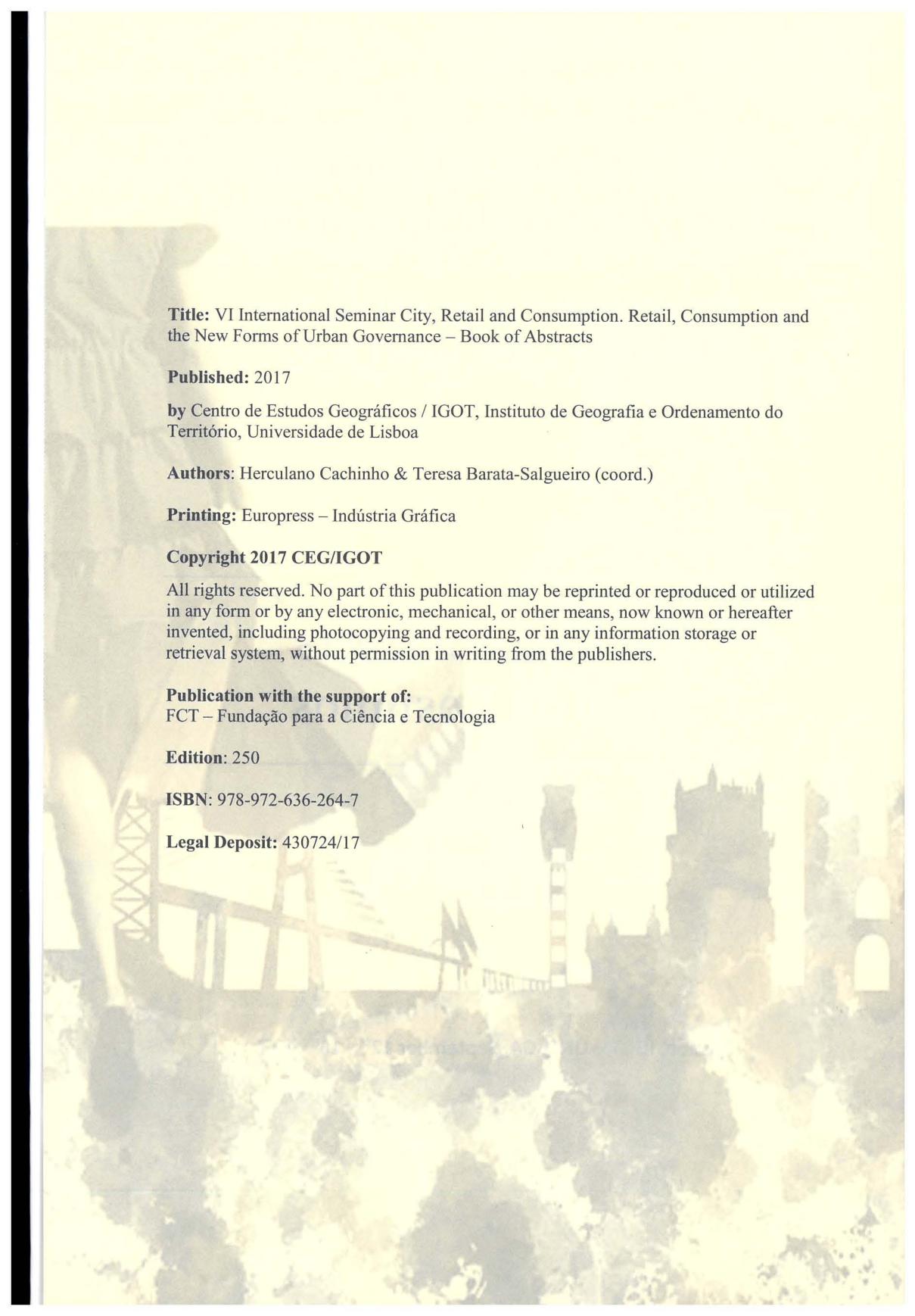
Lisbon, IGOT – UNIVERSIDADE DE LISBOA, September 12th - 16th 2017

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A faint, sepia-toned photograph serves as the background for the entire page. It depicts a suspension bridge, possibly the Golden Gate Bridge, in the foreground, with a dense urban skyline featuring several prominent towers and buildings in the background.

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Alessia Allegri (CIAUD/FA, Universidade de Lisboa)

SPECIAL PARTICIPATION

Participação especial

(Fieldwork)

Aquilino Machado (IGOT/CEG-Universidade de Lisboa)

Mário Vale (IGOT/CEG-Universidade de Lisboa)

Soraia Silva (IGOT/CEG-Universidade de Lisboa)

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Title	Trends, risks and opportunities in current luxury-driven transformations in cities
Author	Mario Paris
Institution	URB&COM Lab - Politecnico di Milano
E-mail	mario.paris@polimi.it
Keywords	Luxury; Prestigious Placemaking; Urban transformations; Strategic governance; Territorial impacts

Historically, urban aristocracy and, after the industrial revolution, a growing upper-middle class based on bourgeois citizens have been reference targets for producers and retailers of luxury goods. For this reason, and luxury-consumption and its impacts on economy and customers' behaviors have been fields largely explored by many different fields (as geography, philosophy, management, marketing and economics, psychology, architecture and tourism); all these contributions underlined its consolidate relationship with urban culture. This issue is even more evident considering that not only luxury market (for goods, real estate, services) but also luxury productions (art, craftsmanship, design, creative productions, etc.) belong to the urban domain.

Despite this strong connection with the city, luxury has been largely ignored as a topic in urban studies and planning research; or worse, it has been discussed in rather ideological and mono-directional terms ("all about gentrification"). This pre-conceived attitude prevents the exploration of potentials and innovations related with this topic. This lack is particularly serious today, when luxury, as economic sector and as system of values, involves a set of practices that affect the spatial dimension and, therefore, influences the transformation of contemporary territories and the creations of specific lifestyles as well as it impacts on the everyday life of inhabitants and space users, although they are not luxury consumers.

The aim of this contribution is presenting the outcomes of a research focused on the recent urban interventions developed by luxury stakeholders, and pointing out several specific features of their actions. Therefore, they exceed the simple retail or real estate approach, developing placemaking strategies and a role as urban agents following some recent trends (from exclusiveness to prestige, masstige, etc.). For this reason, operators and practitioners belonging to this sector show a renovate interest for values and characters of places, they focus on the provision of services and experiences and not only of goods, and they use urban design, art and culture as tools for their global branding. At the same time, their actions have different social, economic and spatial impacts on the city, and a focus on recent cases study points out risks and opportunities related with these operations. In some luxury-driven intervention, it emerges a reinforcement of differences and boundaries within the city, in other cases,

inverse processes of opening -sometime temporarily - of gated spaces to the urban population. Sometimes, designed transformations acting as a catalyst for urbanity and regeneration, in others they emphasize processes of polarization. In the conclusions, several open questions about governances will be pointed out and about if (and how) these interventions can produce urban values and competitive advantages for their contexts, and not only economic benefits for developers involved.

Titulo	As Franquias como Indício de Mutações em Cidades Pequenas no Brasil
Autora	Karlise Klafke Baldoni
Instituição	UNESP/Rio Claro/Brasil
E-mail	Karlise.geo@gmail.com
Palavras-chave	Produção do Espaço; Franquias; Pequenas Cidades

No Brasil, a localização das unidades de franquias, em sua origem, era pautada na centralidade exercida pelas cidades, de modo que tendiam a localizar-se em grandes centros que possuíam relevante contingente populacional, demanda por serviços, aglomeração de infraestruturas de transportes; acompanhada, na maioria das vezes, das aglomerações industriais. No entanto, recentemente, nota-se que muitas unidades de franquias passaram a localizar-se, também, em cidades pequenas e essa mudança revela e traz implicações para a produção do espaço intraurbano, para o comportamento dos consumidores e para o comércio tradicional local dessas cidades.

Essas formas comerciais, revelam, um estilo de vida próprio dos grandes centros urbanos, regido pela velocidade dos fluxos, pela individualidade e sobretudo, pelo consumo. As cidades pequenas, ao contrário, são conhecidas pelo seu ritmo lento, pela resistência a modernização e pela preservação das relações interpessoais. Nesse sentido, cabe apontarmos, quais foram as mudanças que ocorreram nessas cidades nas últimas décadas para que houvesse demanda para a instalação de unidades de franquias e, por outro lado, quais as mudanças que a presença dessas unidades promoveram nessas cidades.

Para tal, foram analisadas seis cidades do Brasil, localizadas na região administrativa de Campinas (SP), a saber: Aguaí, Artur Nogueira, Jaguariúna, Pedreira, Santa Cruz das Palmeiras e São Pedro. A escolha por essa região, se deu, por se tratar, no Brasil, de uma região muito dinâmica, e portanto, os resultados aqui apresentados, não representam necessariamente a realidade do Brasil como um todo, mas especificamente, da região analisada. Por outro

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