

1. Record Nr.	UNINA9910153353303321
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Titolo	Operation Culturelle et Pouvoirs Urbains : Instrumentalisation economique de la Culture et Luttes Autour de Marseille-Provence Capitale Europeenne de la Culture 2013
Pubbl/distr/stampa	Paris : , : Editions L'Harmattan, , 2014 ©2014
ISBN	9782336363325 2336363321 9782336713434 2336713438
Edizione	[1st ed.]
Descrizione fisica	1 online resource (174 pages)
Collana	Questions Contemporaines
Soggetti	Urban renewal Cultural policy
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book delves into the political and economic implications of the European Capital of Culture project, focusing on the example of Marseille-Provence 2013. It examines how urban cultural initiatives are leveraged to stimulate local economies and reshape urban governance. The analysis highlights the involvement of local business leaders and political actors in utilizing cultural events for urban regeneration and political gain. The work also explores the tensions between market forces and cultural operators in the context of such cultural operations. Targeted at scholars and policymakers interested in urban studies, cultural economics, and political sociology, the book provides insights into the legitimization and contestation of large-scale cultural projects in urban areas.