

1. Record Nr.	UNINA9910252721903321
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Titolo	The Global Cultural Capital : Addressing the Citizen and Producing the City in Barcelona // by Mari Paz Balibrea
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2017
ISBN	1-137-53596-2
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (IX, 311 p. 3 illus.)
Collana	The Contemporary City, , 2634-5463
Disciplina	304.2
Soggetti	Human geography Cultural studies Urban geography Sociology, Urban Culture Human Geography Cultural Studies Urban Geography / Urbanism (inc. megacities, cities, towns) Urban Studies/Sociology Sociology of Culture Barcelona (Spain) Civilization Barcelona (Spain) Social life and customs Barcelona (Spain) Intellectual life
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	INTRODUCTION. Still Paying Homage to Barcelona -- PART 1. IN THEORY -- Chapter 1. The Subject of Culture -- PART 2. TAMING THE POLITICAL CITIZEN -- Chapter 2. Culture is to the Social Materialization of Democracy as the Critical Subject is to Democratic Citizenship -- Chapter 3. Building Participatory Measures -- PART 3. THE OLYMPIC FRAMEWORK -- Chapter 4. Working for the City Image -- Chapter 5. Exercising Democratic Citizenship -- apter="" 11.="" barça="" in="" new="" millenium .
Sommario/riassunto	This book argues the crucial role of culture and cultural policies in

defining the notion of urban citizenship in Barcelona since 1979. Through analysis of official documents, municipal publicity campaigns, sport – including the Olympic Games and Barcelona F.C – and film, Balibrea makes sense of the city as a global cultural destination and reveals how such transformation impacts local inhabitants. Scrutinizing municipal discourses on culture from the late 1970s, this interdisciplinary work unveils how ideas of the function and nature of citizenship articulate changing definitions of the city, from model to brand. Over the course of topics such as: tourism, social democracy and urban regeneration, Balibrea constructs an original argument for how the Barcelona image mobilizes neoliberal fantasies of subject transformation. A wide-ranging study, this book will be of great interest to scholars of urban geography, sociology and cultural studies.
