

1. Record Nr.	UNINA9910970566403321
Autore	Davila Arlene M. <1965->
Titolo	Barrio dreams : Puerto Ricans, Latinos, and the neoliberal city / / Arlene Davila
Pubbl/distr/stampa	Berkeley, : University of California Press, c2004
ISBN	9786612763014 9781597344791 1597344796 9781282763012 1282763016 9780520937727 0520937724
Edizione	[1st ed.]
Descrizione fisica	1 online resource (273 p.)
Disciplina	307.341609747
Soggetti	Gentrification - New York (State) - New York Puerto Ricans - Housing - New York (State) - New York Latin Americans - Housing - New York (State) - New York Latin Americans - Housing - United States Housing policy - New York (State) - New York Enterprise zones - New York (State) - New York East Harlem (New York, N.Y.) Social conditions East Harlem (New York, N.Y.) Economic conditions East Harlem (New York, N.Y.) Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 235-249) and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction: Barrio Business, Barrio Dreams -- 1. Dreams of Place and Housing Struggles -- 2. "El Barrio es de Todos": Predicaments of Culture and Place -- 3. Empowered Culture? The Empowerment Zone and the Selling of El Barrio -- 4. The Edison Project: On Corporate Headquarters, Museums, and the Education of El Barrio -- 5. The Mexican Barrio: Mexicans, Puerto Ricans, and the Terrain of Latinidad -- 6. The Marketable Neighborhood: Outdoor Ads Meet Street Art --

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Arlene Dávila brilliantly considers the cultural politics of urban space in this lively exploration of Puerto Rican and Latino experience in New York, the global center of culture and consumption, where Latinos are now the biggest minority group. Analyzing the simultaneous gentrification and Latinization of what is known as El Barrio or Spanish Harlem, *Barrio Dreams* makes a compelling case that—despite neoliberalism's race-and ethnicity-free tenets—dreams of economic empowerment are never devoid of distinct racial and ethnic considerations. Dávila scrutinizes dramatic shifts in housing, the growth of charter schools, and the enactment of Empowerment Zone legislation that promises upward mobility and empowerment while shutting out many longtime residents. Foregrounding privatization and consumption, she offers an innovative look at the marketing of Latino space. She emphasizes class among Latinos while touching on black-Latino and Mexican-Puerto Rican relations. Providing a unique multifaceted view of the place of Latinos in the changing urban landscape, *Barrio Dreams* is one of the most nuanced and original examinations of the complex social and economic forces shaping our cities today.

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