

1. Record Nr.	UNISALENTO991001582789707536
Autore	Caracciolo, Daniela
Titolo	Adriano Valerini : la celeste galeria di Minerva/ introduzione di Raffaella Morselli; con un saggio e il commento di Daniela Caracciolo
Pubbl/distr/stampa	Firenze : Edifir, 2011
ISBN	9788879705325
Descrizione fisica	181 p. : ill. ; 24 cm.
Collana	Le voci del Museo-Collana di Museologia e Museografia ; 25
Altri autori (Persone)	Morselli, Raffaella
Soggetti	Valerini, Adriano Valerini, Adriano
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910315230103321
Autore	Oh Youjeong
Titolo	Pop city : Korean popular culture and the selling of place // Youjeong Oh [[electronic resource]]
Pubbl/distr/stampa	Ithaca : , : Cornell University Press, , 2021
ISBN	1-5017-3074-6 1-5017-3073-8
Descrizione fisica	1 online resource (xi, 238 pages) : illustrations
Collana	Cornell scholarship online
Disciplina	306.095195
Soggetti	Place marketing - Korea (South) Popular culture - Korea (South) K-pop (Subculture) Popular music - Korea (South)
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Livello bibliografico	Monografia
Note generali	Previously issued in print: 2018.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- PART I. THE SPECULATIVE PRODUCTION OF DRAMAS AND DRAMA SITES -- Introduction -- 1. Speculative Producers: The Production of Korean Drama -- 2. Spectacular Places: Drama-Filming Sites -- PART II. THE AFFECTIVE CONSUMPTION OF K-POP IDOLS AND PLACES -- Introduction -- 3. Image Producers: The (Re)Production of K-Pop Idols -- 4. K-Star Road: Making Gangnam into a K-Pop- Filled Place -- 5. Cosme Road: K-Beauty and the Globalization of Myeong-dong -- Conclusion -- Notes -- Reference List -- Index
Sommario/riassunto	'Pop City' examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-featured place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. By analyzing the process of culture-featured place marketing, this book shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities.

