

Globalization and the Argentine City

NCSA 400-Level Course Proposal

Course Content:

The large scale global flows of capital, culture, products, and labor have shifted the way we understand place and have elevated the visibility of some cities far beyond their regional or national level. While some cities have only recently started to deal with globalization, post-colonial nations have been dealing with the ramifications of globalization for centuries. This course will look at the specific effects of globalization on the physical development of Argentine cities with special emphasis on Buenos Aires. Students will be exposed to a range of literature and theory that deals with the linkages between physical development and globalization. The seminar will investigate these issues through a series of readings (in geography, sociology, architecture, and urbanism), discussions, case studies, and individual projects.

Course Objectives:

Students will explore issues surrounding globalization and the physical development of cities. This investigation will incorporate issues of politics, cultural identity, tourism, economic development, architecture, and urban design. Student will learn about the global influences that shaped the early form of Argentine cities, historic and recent economic issues that shaped national patterns of city growth, and the current wave of neo-liberal policies at the national level that have forged the way for transnational development.

Suggested Excursions:

At the local level, we will visit developments within Rosario that have been affected by globalization. This will include larger scale developments such as the port and newer industrial developments, and smaller scale interventions dealing with international corporations/chains locating in the city.

The primary excursion will be to Buenos Aires to visit some of the many transnational developments that have occurred there. Puerto Madero will be a key case study as will be the neighboring Catalinas area. We will meet with individuals from the Corporacion Antiquo Puerto Madero, the public/private development company in charge of Puerto Madero as well as officials from the City of Buenos Aires that are assisting in the planning and development of areas of the city that have become magnets for multinational investment and construction.

A second excursion will be made to Mendoza where students will study how international tourism and trade has shaped the cultural identity of the city. Known for its wines and recreational activities throughout the world, this city has focused on its global presence as a means of economic development.

Instructional Methodology:

The course will incorporate in-class lectures, class discussions, site visits to a number of areas that have seen the effects of globalization, visits and interviews with officials working to invite foreign investment in physical development, and interviews with individuals working on the actual development of the city.

Students will be asked to write a series of short papers on the topics discussed in class and will make class presentations on selected readings and topics. A final exam will be given in the last week. This class will be primarily a seminar format and therefore a substantial portion of the student's grade will be based on class participation and presentation.

This course will be taught in English with the exception of a few Spanish readings.

Methods of Evaluation/Grading:

Class Participation (attendance and active discussion)	10%
Class Presentations	20%
Short Papers	30%
Final Exam	40%

Course Readings:

(approximately 40 pages/week will be assigned)

AlSayyad, N., Ed. (1992). Forms of Dominance: On the Architecture and Urbanism of the Colonial Enterprise. Aldershot, England, Avebury.

AlSayyad, N., Ed. (2001). Consuming Tradition, Manufacturing Heritage: Global Norms and Urban Forms in the Age of Tourism. New York, Routledge.

AlSayyad, N., Ed. (2001). Hybrid Urbanism: On the Identity Discourse and the Built Environment. Westport, Connecticut, Praeger Publishers.

Amin, A. and S. Graham (1997). "The Ordinary City." Transactions of the Institute of British Geographers **22**: 411-429.

Amin, A. and N. Thrift (1994). Living in the Global. Globalization, Institutions, and Regional Development in Europe. A. Amin and N. Thrift. Oxford, England, Oxford University Press: 1-22.

Consultores Europeos Asociados S.A. (1990). Plan Estrategico de Antiguo Puerto Madero. Buenos Aires, Corporacion Antiguo Puerto Madero.

Conway, J. (2004). Identity, Place, and Knowledge: Social Movements Contesting Globalization. Centralia, Washington, Fernwood Press.

Corradi, J. E. (1992). "The Argentina of Carlos Saul Menem." Current History **91**(562): 80-84.

Crot, L. (2005). Promoting Social Inclusion Through Participatory Urban Planning: The Buenos Aires Experience. N-Aerus Conference. Lund, Sweden.

Crot, L. (2006-Forthcoming). "'Scenographic' and 'Cosmetic' planning: Globalization and territorial restructuring in Buenos Aires." Journal of Urban Affairs.

Gibson, C. and L. Kong (2005). "Cultural Economy: A Critical Review." Progress In Human Geography **29**(5): 541-561.

Hayden, D. (1995). The Power of Place : Urban Landscapes as Public History. Cambridge, MA, MIT Press.

Keeling, D. (1997). Contemporary Argentina: A Geographical Perspective. Boulder, Colorado, Westview Press.

Keeling, D. (2001). Waterfront Redevelopment and the Puerto Madero Project in Buenos Aires, Argentina. Conference of Latin Americanist Geographers. Benicassim, Spain.

- Keeling, D. J. (1996). Buenos Aires: Global Dreams, Local Crises. Chichester, England, John Wiley & Sons.
- Lariviere, F. (1999). Corporacion Antiquo Puerto Madero S.A.: Un Modelo de Gestion Urbana 1989-1999. Buenos Aires, Argentina, Ediciones Lariviere.
- Logan, J. R. and H. L. Molotch (1987). Urban Fortunes: The Political Economy of Place. Berkeley, California, University of California Press.
- Massey, D. (1994). A Global Sense of Place. Space, Place, and Gender. Minneapolis, University of Minnesota Press.
- Ministerio de Obras y Servicios Publicos de la Nacion (1989). Creacion Corporacion Antiquo Puerto Madero S.A., Decreto Nro. 1279/1989.
- Rankin, K. N. (2003). "Anthropologies and Geographies of Globalization." Progress In Human Geography **27**(6): 708-734.
- Roberts, B. (2005). "Globalization and the Latin American City." International Journal of Urban and Regional Research **29**(1): 110-123.
- Robinson, J. (2002). "Global and World Cities: A View from off the Map." International Journal of Urban and Regional Research **26**(3): 531-554.
- Sargent, C. (1994). Argentina (Mendoza). Latin American Urbanization: Historical Profiles of Major Cities. G. Greenfield. Westport, Connecticut, Greenwood Press: 31-33.
- Sassen, S. (1991). The Global City. Princeton, NJ, Princeton University Press.
- Scott, A. J. (1997). "The Cultural Economy of Cities." International Journal of Urban and Regional Research **21**(2): 323-339.
- Scott, A. J. (2004). "Cultural-Products Industries and Urban Economic Development." Urban Affairs Review **39**(4): 461-490.
- Short, J. R. and Y.-H. Kim (1999). Globalization and the City. New York, Addison Wesley Longman Inc.
- Smith, M. (2001). Transnational Urbanism: Locating Globalization. Oxford, Blackwell.
- Sociedad Central de Arquitectos, E. (1990). Los Debates Sobre Puerto Madero. Revista De Arquitectura. **149**: 18-51.
- Szeman, I. (2001). Globalization. Encyclopedia of Postcolonial Studies. J. Hawley. Westport, CT, Greenwood Press: 209-217.
- Tomlinson, J. (2003). Globalization and Cultural Identity. The Global Tranformations Reader. D. Held and A. G. McGrew. Cambridge, UK, Polity Press: 269-277.
- Zukin, S. (1995). The Cultures of Cities. Cambridge, MA, Blackwell.
- Zukin, S. (1996). Power in the Symbolic Economy. Reflections on Architectural Practice in the Nineties. W. S. Saunders. New York, Princeton Architectural Press: 144-151.

Preliminary Weekly Schedule:

Week 1:

Globalization (an Introduction)
Read: Short, Smith

Week 2:

Colonialism, Post-Colonialism, and Globalization (Buenos Aires)
Read: Szeman

Week 3:

Latin American Urban Development and Globalization
Read: Roberts

Week 4:

Global Cities
Read: Sassen

Week 5:

Vernacular Space and Globalization (Buenos Aires, Rosario)
Read: Massey

Week 6:

Globalization and Tourism in the City (Mendoza)
Read: Logan and Molotch, Sargent
Visit: Mendoza

Week 7:

Globalization and Culture in the City
Read: Scott, Short, Tomlinson

Week 8:

The Symbolic Economy (Buenos Aires)
Read: Zukin

Week 9:

Outside the Network I: The Non-Globalized City
Read: Robinson

Week 10:

Outside the Network II: Differential Development and Global Blind Spots in the City (Buenos Aires)
Read: Crot

Week 11:

Case Study: Puerto Madero, Buenos Aires
Read: Keeling, Larivier
Visit: Buenos Aires

Week 12:

The Hybridized City
Read: Alsayyad, Amin and Thrift

Week 13:

Summation/Overview, Final Exam