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The Public Space Artists' Paradox: Commodification of Art in Light Festivals.

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Light festivals are present today in practically all large cities on a global scale. Its intended benefits include attracting unintentional tourists (displacement effect), stimulate visitation on residents of neighbouring cities, and fomenting in-home ongoers: promoting the nowadays desired "cultural tourism" (Richards, 2017). They are also used to produce favourable narratives that contribute to city branding and positive city images (Kavaratzis, 2004). Many municipalities have adopted them as tools for creating new nocturnal economies (Garcia-Ruiz, 2019), and others have used them as part of territory recover strategies through the so-called "artwashing" (Sheldon, 2015). They could be understood as culture led initiatives for territorial development, but that's only a side of the event. These festivals -many times- end up by Disneyfying the areas in which they take place due to a perceived loss of authenticity (Sorkin, 1994; Zukin, 1995) and the intensive but ephemeral occupation of the public space often have terrible impacts. In the limited specific literature, it is often presented the institutional voice, while other actors involved tend to be overlooked. What is the artists' position on the commodification of their works and its instrumentalization for this type of urban speculation? In this paper, I will present the ethnographic work carried out between 2016 and 2019 and the results of the analysis of 32 in-depth interviews with renowned artists within the world of light festivals. Here, I will introduce the public space artists' paradox: spatial content generator, critic artist, and precarious culture worker.

RN37_T02_02 | Women, urban space and everyday life

Alive, Free and Without Fear. Urban Safety and Care in Argentina.

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Under the lockdown in Argentina, there was a 30% increase in reporting gender-based violence (GBV), and only in the first 44 days of 2021, there were 46 femicides registered. At the same time, in the sanitary regime, the movement for women's reproductive rights organized massive protests across the country successfully pushing for changes in the national abortion law.

All of this social dynamic takes place in cities as Argentina is the most urbanized country in South America, with 91% of its population living in urban areas. In my research, I explore the intersection of gender, urban spaces, and urban safety from the perspective of care. In my presentation I will explore the questions:

*how do practices of voluntary and reciprocal care shape strategies of resisting GBV in urban spaces?

*how have girls and women, active in the women's rights movements in Argentina, been redefining the concepts of care and safety?

Following Linda Peake's call for a new feminist urban theory that takes into consideration women's everyday struggles and challenges the binaries (2015), I aim at analyzing the concepts of 'care' and 'urban safety' as an intersection of daily life and political strategies.

The presentation is based on the data from preliminary research in Argentina. During two visits in 2017 and 2018 (six months in total) I participated in the 33rd National Meeting of Women in Trelew and I conducted in-depth interviews and observations of local feminist initiatives in Córdoba.

1198