Global Urban Studies Workshop

Monday, April 11th
4 – 5:30pm, Eustace-Cole 207/208

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World Cities and the Ecology of Design

In a globalizing economy, design has an increasing role in facilitating the circulation and accumulation of capital. City governments, as well as developers, have come to place special emphasis on the importance of architecture and design in city branding and inward investment. The potency of the symbolic capital of world cities is derived in part from their association with starchitects, starchitecture, and the associated nexus of fashion, design, and luxury consumption. Meanwhile, cities have been recast within a new political economy that is dominated by neoliberalism; and they are increasingly reliant on a 'new economy' in which design services play a significant part. At the intra-urban level, design services and creative-products industries constantly engage one another and so tend to be localized in distinctive communities of practice that are reinforced by the sociality and buzz that is important to cultural production. This is illustrated with reference to Milan.

For additional information, please contact Zachary Neal (zpneal@msu.edu)