TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
Quest for different aspects of authenticity of place in a gentrification process: exploring traditional marketplaces masquerading with a romantic image

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• Presentation Method. I would like to:
  i. present in person (with a written paper)

• Abstract (300 words):
Increasing interest in heritage since 1960s nationally and internationally has promoted to conserve historic character of our cities and revitalise disregarded places with redefining their heritage value. This has been conflated with cultural and economic capital as a lucrative market in a gentrification process (Harvey, 2001; Graham, 2002; Glendinning, 2013). The notion of authenticity is particularly magnified with nostalgic yearnings and the images of downgraded neighbourhoods are glamorised with a new aesthetic-cultural appreciation. In this case, authenticity of place prevails a cultural power which forces existing communities to move out in a gentrification process (Zukin, 2011).
Traditional marketplace has emerged as a sustainable place which can contribute to bringing new spirits and capitals to undervalued neighbourhoods afresh in a urban
regeneration scheme. However, this phenomenon results in changing its role as from a commercial and social hub for locals to a leisureed-experience market which targets affluent customers (Gonzalez and Dawson, 2015). Existing sociocultural character of traditional marketplaces tends to be diminished, while architectural character of their boundaries is positively reviewed and conserved. Moreover, ‘a notion of authenticity’ has been exploited for marketing rather than being understood in relation to the built environment and people who have shaped the place.

This study investigates Broadway market and Barking market located in East London, which reflect contrasting identities of traditional marketplaces. Interdisciplinary approaches with architectural documentation and video-ethnographic work are used in order to delineate tangible and intangible character of these places based on a concept of juxtaposition and experiential collage. This will help understand the views of insiders and outsiders in a changing traditional marketplace and explore different features of authenticity of place of traditional marketplaces in a gentrification process.

Word count: 281

References:

• Author(s) Biography (200 words each):
Gimin Lee is a third year PhD Candidate in Kent School of Architecture. Her research is an interdisciplinary work between architecture and sociology to study a correlation between heritage conservation planning system and gentrification process with evaluating authenticity of place in traditional marketplaces in London. Of her particular interest is always understanding historic built environment both architecturally and socioculturally from a holistic view. She has been questioning how
undervalued neighbourhoods could be revitalised with retaining their existing tangible and intangible character in her academic journey.  
She received a MA Conservation and Regeneration at School of Architecture, University of Sheffield in 2014. Her master dissertation was entitled, “To what extent should the traditional marketplaces be valued as a sustainable place in town revitalisation?” This helped her understand the complex issues facing marketplaces today and the potential of the marketplaces in regeneration schemes.