“CULTURE AND EMPIRE IN THE GLOBAL CITY:

Urban development initiatives and the transformation of HARLEM in New York City”
• *Urban development*

• Entrepreneurial city  (Painter, 1998)
• Creative city    (Porter, 1998)
• Cluster development (Vorkeling, 2000)
• Branding        (Greenberg, 2003; Moor, 2003; Pedersen, 2002)
Upper Manhattan Empowerment Zone: “Harlem, USA” (www.UMEZ.org)

- Branding:
  - Harlem, USA: West 125th Street and Frederick Douglass Boulevard/ 275,000 sq. foot of retail and entertainment complex

- Cluster Development
  - HiWay 125th/ Harlem Internet Way: 8,00 sq. ft. technology incubator to offer competitive internet technology, fiber optics, high speed copper wire, turnkey maximum bandwidth, connectivity, state-of-the-art voice, video and data transmission, advanced telecommunications and data security.

- Privatization of public space
  - Business Improvement District
Public Space: global

- Pathmark
- The Body Shop
Public space: vernacular

- “The Future Is Looking Up”
- “The game of capitalism breeds dishon’ men” De La Vega
Concluding remarks
On Harlem and urban development

- Urban development initiatives that expand to include previously neglected areas
- Emphasis on the consumption of culture at different levels
- Gentrification, upscaling of previously dilapidated neighborhoods
- The right to the city