



## SESSION ABSTRACT

### Scale and/as the Everyday - Ethnographic perspectives on practices of scale-making (Young Scholar's Forum)

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**Abstract:** The concept of scale has become a focal point of anthropological interest. As a means to overcome nested understandings of social space along the lines of “micro/meso/macro” or “local/national/global” distinctions, it has sparked anthropological interest in various subdisciplines – semiotic, transnational and politico-economic, among others. Broadly put, scale has been approached (1) analytically as a reflexive question of perspective, in which scaling both as a process and practice results in how the social world is spatially constituted and (2) methodologically as a development of multi-sited into multi-scalar ethnography, examining the particular “sitedness” of respective fields.

Our panel follows the momentum of growing anthropological sensibility towards the question of scale by ethnographically documenting the “the drama to scale” (Lempert & Carr 2016: 2): in addition to politico-economic approaches, anthropology is well-suited to account for the lived and quotidian within practices of scaling. Our theoretical interest is to connect politico-economic and symbolic approaches by contextualizing social practice in its scalar dimensions ethnographically.

We do so by suggesting the “everyday” as an umbrella term for the mundane dimensions of scaling, which can (re)produce/transform dominant scales. Our understanding of the everyday as an actor-centered conceptual frame, anchored in people's experiences, is speaking to the indispensable contributions of critical geography on the concept of scale. In line with these contributions, we explore the relevance of “intimate scales” - such as the household and the body – in scale-making and propose the everyday as a crucial site thereof.

We offer this perspective as an optional additive to anthropological concerns with scale. The panel invites young scholars interested in these questions: Where do we look ethnographically when we examine practices of scaling in our respective fields? How can scalar projects be examined, and how do differing sensibilities of politico-economic and cultural, geographical and anthropological interests inform our analysis?

Discussant: Claudio Sopranzetti (CEU)

## SESSION SCHEDULE

**Thursday, September 29, 2022 | Slot 1 | Room 1**

*Yeoeun Shim: The transformation of governmental industry scaling up projects and related spatial practices - an examination of Korean food truck industry and its regulations.*

*Manuel Bolz: The entertainment district of St. Pauli (Hamburg) as an urban assemblage. Crisis narratives, spatial production and practices of infrastructuring pleasure in multi-scalar night spaces*

*Robin Jaslet: Scales of time and uncertainty in Greek winemaking*

*Antonia Modelhart: Geographies of antimicrobial resistance: everyday bordering of microbial encounters*

*Carla Rivera-Blanco: STAYING PUT: AN EVERYDAY STRUGGLE IN A BARCELONA NEIGHBORHOOD*

*Discussant: Assoc. Prof. Dr. Claudio Sopranzetti (CEU)*

## SESSION PAPERS

**The transformation of governmental industry scaling up projects and related spatial practices - an examination of Korean food truck industry and its regulations-**

*Yeoeun Shim*

Since the arrival of the covid 19 outbreak, the burgeoning global food truck industry has experienced a tremendous downfall. However, compared to businesses of other countries maintaining their scale via flexible spatial practices, food trucks in Korea were unilaterally refrained from harnessing these strategies deriving from governmental regulations. This infringement forms a paradoxical relationship with the government's intention to expand scale in business activity by "embracing" food trucks into the political realm. Despite the significance of understanding the link between governmental perception of scaling reflected in spatial constraints and spatial practices of food trucks over time, previous researches have focused on the initial policy regulations within a fixed time frame of 2014, or topics unrelated to the matter. Thus, this research examined the scaling up and down of Korea's food truck industry by separating into three-time frames: regulation period (2014-2017), de-regulation period (2017-2019), and post covid 19 period (2020 onwards). Within this period, opportunity factors leading to the scaling up of industry as well as threat factors causing scaling down were analyzed in accordance with underlying governmental perspectives. The research revealed that despite legalizing food truck commercial activity by permitting the physical re-modelling of regular vehicles themselves, the actual spatial scale for practices were restricted in selective areas that were large in size but distant from commercial areas. This resulted in owners to choose illegal spatial practices by secretly moving to areas with high levels of human connectivity. Furthermore, economic benefits by the alleviation of spatial boundaries by scaling up projects

through legal food truck zones were asymmetrically distributed, propagating competition among a selective number of profitable locations, which ultimately led to the debilitation of the industry scale, and marginalized entrepreneurs to take intensified illegal practices with the damages of the pandemic.

### **The entertainment district of St. Pauli (Hamburg) as an urban assemblage. Crisis narratives, spatial production and practices of infrastructuring pleasure in multi-scalar night spaces**

Manuel Bolz

My presentation represents a first ethnographic and cultural-theoretical approach to the entertainment district St. Pauli/ Reeperbahn in Hamburg, where sex work, gastronomies, bars and clubs and touristic offers represent a complex urban night economy and ecology. Using an urban assemblage perspective, I deconstruct this spaces as a multi-scalar, hybrid, and relational knowledge network of human and non-human actors that grounds different practices and occupations. At the same time, I discuss the potentials of a multi-scalar perspective on pleasure sites and economies. What becomes clear here is that built, social, and represented space is characterized primarily by narratives of crisis and conflicts that intertwine and constantly change this multiscalar assemblage: Gentrification/demolition and new construction, mobilizations and social movements, tourist flows and local neighborhoods, crime and forms of pleasure. I will trace these perspectives through selected case studies.

### **Scales of time and uncertainty in Greek winemaking**

Robin Jaslet

Viticulture is a practice which is embedded within different temporal scales. The seasonality of agrarian work requires knowledge by winegrowers that allows them to react to certain climatic or ecological events as well as to anticipate desirable or harmful results by implementing specific actions. Knowledge of soils or *terroirs* often implies a discourse of geological *longue durée* as well as the imaginary reconstruction of the history of the landscape (Irvine, 2014) within which winegrowers intervene, introducing their practices in a deep temporal and spatial scale that meshes together a perception of the past, present and future in a vertical linking of sky, earth and subsoil. The vineyard landscape is also a relational space that the winegrowers participate in creating, sometimes interweaving scales that are in contradiction to their expected outcomes. The anthropogenic modification of agricultural spaces and seasonal temporalities requires us to reflect on the kinds of knowledge involved which allow for the construction of the viticultural assemblage

In this presentation, we will explore the way in which winegrowers insert themselves into these different time scales through the actions that accompany and sometimes seek to modify or negotiate with these large-scale processes. We will propose a theoretical heuristic frame through the Greek notion of "kairos" which usefully links the semantic fields of meteorology and temporality to indicate "the opportune moment" for an action. Anthropogenic changes in climate, and its impact on the geological and meteorological regimes of the Greek Cyclades, are forcing winegrowers to re-evaluate their positioning, causing a dislocation of the temporal (Knight, 2016) and spatial (Halstead, 2020) scales of the winegrowing landscape. This presentation will seek to make explicit the articulations between the symbolic and physical landscape, in order to reveal the precariousness of Greek winegrowers' quotidian engagement within

temporal scales that are both accelerating and blurring.

### **Geographies of antimicrobial resistance: everyday bordering of microbial encounters**

*Antonia Modelhart*

In my dissertation on antimicrobial resistance (AMR) in Austrian hospitals, I analyse how the phenomenon of AMR is configured through practices and discourses of scaling, to explore the tensions of AMR as a global health threat and AMR as a threat to everyday hospital life and nursing practice. I specifically want to discuss my preliminary analysis of how actors span what I call geographies of AMR: landscapes and bordering of microbial encounters in Europe. In a multiplicity of reference points to sociomaterial, architectural, environmental, political, historical economic or cultural relations, AMR is mapped with a bundle of consequences for concrete spaces, scaling and maneuvering scales in making sense of human-bacteria relations. I look at how scales are mobilized to get a hold on AMR in daily practices. I am especially intrigued by your suggestion to look at intimate scales such as the body: in dealing with AMR in hospitals, bodily and material bacteria compositions gain importance and the patient's body, seen as a vulnerable, threatened one is acted upon different relations on different scales outside of the hospital.

Contrary to the truism that microbes do not respect borders, I argue that there are in fact a variety of borders that come into play and structure spaces: Thus, I ask of how bordering takes place at different scales and map the emerging landscape of bacterial resistance.

### **STAYING PUT: AN EVERYDAY STRUGGLE IN A BARCELONA NEIGHBORHOOD**

*Carla Rivera-Blanco*

Over the past years, gentrification and evictions have dramatically increased in Barcelona, for which the problem of access to housing has been raising public awareness and social mobilization. This has made both the right to housing and to the city increasingly popular claims today. However, they are also becoming easily manipulated. Relocation is generally offered as a dignified solution by private companies and institutions, and many accept to leave their houses without resistance. This shows an overarching lack of reflection on the importance of local embeddedness for personal wellbeing and political activity. That is, on the centrality of countering forced mobility to enable the practice of Henri Lefebvre's understanding of the right to the city. Located in the neighborhood of Sant Andreu, the case of the houses of Pons i Gallarza provides an opportunity for addressing this gap. After three years of intense social struggle against a real-estate company who wanted to force them away, the neighbors have managed to stay under the motto 'No Marxem' (We Don't Leave). Their success makes it a relevant case for conceptualizing the actual fight in the face of gentrification, not only in an overtly antagonistic way but also through a critical engagement with the politics of the everyday. A central aspect of their success has been the way in which they have linked three main different scales: the houses, the neighborhood, and the city. By weaving bodies and discourses among these three levels of reality/analysis, they have finally managed to counter displacement and be able to stay. Thus, the aim here is to address how this case engages with larger

questions, or a larger scale, about how the claim about the right to stay might provide a way to put into the practice the radicality of the right to the city.