



Università degli studi di Napoli
"L'Orientale"

City, Retail and Consumption

Edited by
Libera D'Alessandro



NAPOLI 2015



Università degli studi di Napoli
"L'Orientale"

City, Retail and Consumption

Edited by
Libera D'Alessandro

NAPOLI
2015

In copertina:
foto di L. D'Alessandro

International Seminar Coordinators

Rosario Sommella and Lida Viganoni (Università di Napoli "L'Orientale")

Scientific Committee

Fabio Amato (Università di Napoli "L'Orientale"), Teresa Barata Salgueiro (Universidade de Lisboa), Herculano Cachinho (Universidade de Lisboa), Carles Carreras (Universitat de Barcelona), Libera D'Alessandro (Università di Napoli "L'Orientale"), Philippe Dugot (Université Toulouse II-Le Mirail), Rosario Sommella (Università di Napoli "L'Orientale"), Silvana Pintaudi (Universidade de São Paulo), Lida Viganoni (Università di Napoli "L'Orientale")

Coordination and Local Organizers

Lida Viganoni, Rosario Sommella, Fabio Amato, Libera D'Alessandro

Questo volume raccoglie gli Atti del Convegno "Città, commercio e consumo", che si è tenuto dal 14 al 17 ottobre 2013 presso l'Università degli studi di Napoli "L'Orientale", con il contributo della Camera di Commercio di Napoli, del Dipartimento di Scienze Umane e Sociali e del Rettorato dell'Università degli studi di Napoli "L'Orientale".

Publicato con il contributo dell'Università degli studi di Napoli "L'Orientale"

Il volume è stato sottoposto a valutazione del Comitato Scientifico per le pubblicazioni del Dipartimento di Scienze Umane e Sociali dell'Università degli studi di Napoli "L'Orientale".

Proprietà letteraria riservata

© Università degli studi di Napoli "L'Orientale"
Napoli 2015

Tutti i diritti di riproduzione sono riservati. Sono pertanto vietate la conservazione in sistemi reperimento dati e la riproduzione o la trasmissione anche parziale, in qualsiasi forma e mezzo (elettronico, meccanico, incluse fotocopie e registrazioni) senza il previo consenso scritto dell'editore.

INDICE

INTRODUCTION <i>Libera D'Alessandro</i>	9
OPENING ROUND TABLE – CITY, URBAN RETAIL AND CONSUMPTION	
Chair and Discussant: <i>Caterina Cirelli</i>	
Città, commercio urbano, consumo <i>Caterina Cirelli</i>	19
City Centre Temporalities induced by Retail <i>Teresa Barata-Salgueiro</i>	25
Avenida da Liberdade: from the Bourgeoisie Promenade to the Showcase of International Capital <i>Herculano Cachinho</i>	35
Le e-commerce. Développement, stratégies d'adaptation du commerce et incidences urbaines (à partir du cas français) <i>Philippe Dugot</i>	49
For a more critical Consumption History <i>Carles Carreras i Verdaguer</i>	65
Città, commercio urbano e consumo: un approccio di geografia critica radicale <i>Silvana Maria Pintaudi</i>	75
FIRST SESSION – CITIES AND METROPOLITAN AREAS IN THE NEW URBAN RETAILING AND CONSUMPTION SCENARIOS	
Chair: <i>Patricia Eugenia Olivera</i>	
Discussant: <i>Maria Luisa Faravelli</i>	
Introduction: <i>Fabio Amato, Lida Viganoni</i>	
Campania regione in trasformazione: il ruolo del commercio <i>Fabio Amato, Lida Viganoni</i>	83
Retailing and the Resilience of Cities: the Dynamics of the Urban Core in Turkey <i>Feyzan Erkip</i>	99
Economic Logic and Contemporary Spatial Practices in Medium-Sized Brazilian Cities: Methodological Approaches for Investigation <i>Maria Encarnação Beltrão Sposito, Eda Maria Goes, Nécio Turra Neto</i>	107
The Role of Large Commercial Companies in the Dynamics of Traditional Commercial Spaces: Presidente Prudente (Brazil) and Lleida (Spain) <i>Eliseu Savério Sposito, Carmen Bellet Sanfeliu, Maria Encarnação Beltrão Sposito</i>	117
Cities and Consumption in Brazil: an Inquiry about The Consumption Potential Index on Medium-Sized Cities <i>Márcio José Catelan, Everaldo Santos Melazzo</i>	129
Franchising System in South America: Territorial Logic, Urban Centrality And Consumption <i>Andréa Leandra Porto-Sales</i>	147
Some Considerations about the Permanence of Tradicional Commercial Forms on the Urban Space: French and Brazilian Cases <i>Ana Alice de Oliveira Vieira, Brice Navereau</i>	157
Spazi del consumo e nuove polarità commerciali nelle Marche: riflessioni e criticità <i>Enrico Nicosia, Carmelo Maria Porto</i>	167

Super-strutture commerciali e policentrismo regionale nelle Regioni Abruzzo e Lazio <i>Antonio Cappuccitti</i>	187
The Urban Dimension of Commercial Spaces: Lisbon 1970-2010 <i>Alessia Allegri</i>	197
ROUND TABLE "SHOPPING AND MOVIDA IN THE CITY-CENTRES". OPPORTUNITIES AND QUESTIONS ABOUT THE RELATIONSHIP AMONG CITY, RETAIL, CONSUMPTION AND TOURISM	207
 SECOND SESSION – NEW FORMS OF COMMERCE AND SERVICES IN THE URBAN SPACES	
Chair: <i>Luigi Stanzione</i>	
Discussant: <i>Sergi Martínez-Rigol</i>	
Introduction: <i>Rosario Sommella</i>	
Nuove forme del commercio e dei servizi nei contesti urbani <i>Rosario Sommella</i>	233
Circuits of the Urban Economy and New Forms of Retail in Buenos Aires <i>María Laura Silveira</i>	239
For a Retail Cartography <i>Lluís Frago Cloles, Sergi Martínez-Rigol, Carles Carreras i Verdaguer</i>	249
Le scelte localizzative dei grandi spazi commerciali: effetti economici, sociali ed ambientali <i>Caterina Cirelli, Teresa Graziano, Leonardo Mercatanti, Enrico Nicosia, Carmelo Maria Porto</i>	259
Competition for Food Retailing Space in Mexico City: Traditional Channels versus Supermarkets <i>José Gasca Zamora</i>	293
Polarità commerciali o superluoghi metropolitani? Il caso di Milano Fiori nella regione urbana milanese <i>Corinna Morandi, Mario Paris</i>	307
Dismissione commerciale. Dinamiche, strategie e programmazione <i>Gabriele Cavoto, Giorgio Limonta</i>	319
 THIRD SESSION – CONSUMPTION AND URBAN LANDSCAPES IN TRANSITION	
Chair: <i>Mirella Loda</i>	
Discussant: <i>Herculano Cachinho</i>	
Introduction: <i>Libera D'Alessandro</i>	
Consumo e paesaggi urbani in trasformazione <i>Mirella Loda</i>	331
Per una nuova agenda di ricerca su consumo e città <i>Libera D'Alessandro</i>	339
Consuming on the Crisis. Consumers between Desire and Necessity, from the Barcelona study case <i>Sergi Martínez-Rigol, Lluís Frago Cloles, Carles Carreras i Verdaguer</i>	347
Interface Relations and Night-time Leisure: focus in the city of Presidente Prudente - São Paulo/Brasil <i>Nécio Turra Neto, Antonio Bernardes</i>	357

<i>Indice</i>	7
Past and Present of Traditional Shopping Areas in Two Intermediate Cities: Presidente Prudente (Brazil) And Lleida (Spain) <i>Eda Maria Goes, Carmen Bellet Sanfeliu</i>	365
Inhabiting and Practicing Street Transformation: an Ethnographic Study of Street Life and Reconfiguration in Copenhagen <i>Matteo Marasco</i>	377
New Consumption of Urban Spaces in Mexico City <i>Patricia Eugenia Olivera</i>	385
Dove batte la crisi: spazi del consumo in trasformazione a Milano <i>Maria Luisa Faravelli, Maria Antonietta Clerici</i>	395
Alienation from the Quotidian and the Right to the City: a Critical Analysis <i>Ana Alice De Oliveira Vieira</i>	411
Nuovi scenari di consumo nei quartieri centrali di alcune città europee: 'effetto gentrification'? <i>Teresa Graziano</i>	419
Retail, Tourism and Consumption. Potentialities and Conflicts in Paris and in Rimini <i>Chiara Rabbiosi</i>	435
CONTRIBUTION TO THE FIELDWORKS – THE COMMERCIAL AND LOGISTIC SYSTEM OF CAMPANIA REGION	
Servizi commerciali, valorizzazione dei centri storici e sviluppo del turismo: il <i>Town Centre Management</i> <i>Roberto Vona</i>	447
Via dalla città. Un nuovo spazio per gli orafi napoletani <i>Paolo Minieri</i>	463

LIBERA D'ALESSANDRO*

INTRODUCTION

This book collects the proceedings of the 4th edition of the international seminar on 'City, retail and consumption', organized by a group of geographers of the Università di Napoli "L'Orientale" (Naples, 14th-17th October, 2013) with the scientific contribution of colleagues from Brazil, France, Italy, Portugal and Spain, in order to discuss about theories, methods and approaches developed in the field of the so-called *Retail and Consumption Geography* and to debate about the practical implications of the urban planning for shopping and consumption places¹.

As Carles Carreras has appropriately pointed out in the opening round table, these seminars have been conceived in order to underline the importance of the research on these topics even outside of the Anglo-Saxon world, where it is already greatly developed, trying to connect the outputs of researches carried out in different urban contexts and to build up a transversal knowledge. Assuming that "the consumer's society is envisaged as a global process with different rhythms and locations, different intensities and densities, even throughout different circuits"², all the participants have contributed to illustrate this diversity exemplifying the urban dynamics of cities, such as those of the Mediterranean or of Latin America, where the merely uncritical application of theoretical Anglo-Saxon approaches can not produce an effective advancement of knowledge. The critical reflection, finalized to question not only the theories and methods but also the many practical effects produced by the new changes of retail and consumption

* Dipartimento di Scienze Umane e Sociali, Università degli studi di Napoli "L'Orientale"

¹ The first seminar (Rio de Janeiro, 2006) was dedicated to "City and Services: the multiple approaches of the commercial street", the second (Barcelona, 2009) was focused on the international debate on "Cities, urban commerce and consumption" and the third was organized in 2012 in Sao Paulo and dedicated to "Mutations in the commercial and service spaces and the consumption in the contemporary society". The outcomes of the first and third meetings are collected in scientific publications (Carles Carreras i Verdaguer and Susana Mara Miranda Pacheco, eds, *Cidade e Comércio. A rua comercial na perspectiva internacional*, Armazém das Letras, Rio de Janeiro, 2009; Silvana Pintaudi, ed, *Revista Cidades. Special issue "Mutações nos espaços comerciais e o consumo na sociedade contemporânea"*, 19, 11, 2014). A crucial meeting for the participants in the research group was also the International Conference organized in Lisbon in 2011 on "Planning for Retail Resilience and Sustainable Cities" (Barata Salgueiro and Cachinho, eds, *Retail Planning for the Resilient City. Consumption and Urban Regeneration*, Centro de Estudos Geográficos, Lisboa, 2011). Some members of the international research network also took part in two seminars organized on city changes by the Gigu (*Grup d'Investigacions en Geografia Urbana* of the Barcelona University) in 2008 "La cuestión del centro, el centro en cuestión" (Sergi Martínez Rigol, ed, *La cuestión del centro, el centro en cuestión*, Editorial Milenio, Lleida, 2010) y in 2009 "La cuestión del patrimonio, el patrimonio en cuestión".

² Carles Carreras, *For a more critical Consumption History*, in this volume.

places³, seems more necessary than ever in the current phase of the urban development. If cities, on the one hand, emerge as places where innovation, creativity and whatever is connected to the smart technologies play a role ever had previously⁴, on the other they often reveal themselves as places of exclusion, socio-spatial polarization and political conflict⁵. The two aspects of change, only apparently contradictory, are clearer if analyzed in the light of retail and consumption globalization, which produces a new dialectic between centre and periphery, where the multiplication of commercial polarities coexists with new marginalization phenomena of certain parts of the city.

Undoubtedly many important changes have marked the evolution of the practices of purchase and leisure not only in the places designed for shopping but also in other contexts, gradually permeated by the consumer culture⁶. These changes seem to make even more actual the synthesis proposed by Giandomenico Amendola almost ten years ago on the relationship between retail, consumption and city: "if it is true that consumption and the logic of the commercial spaces have exercised an influence on the city, it is also true the opposite. The city, with increasing intensity since the last century, has entrusted to the consumption practices and to their spatial organization many of its functions"⁷.

All participants in the seminar have debated the changes of this relationship starting – as Herculano Cachinho pointed out in his discussion at the end of the third session – from different geographical contexts (Europe and Latin America, above all), analyzing different scales of analysis (from streets, squares and shopping malls to the centres and the suburbs and even to the city as a whole) in urban areas of different sizes (from small to medium-sized cities to the global ones), using various approaches (cultural, critical analysis, consumer culture,

³ A common ground between the theoretical and the practical implications of the investigation was constituted by the round-table on shopping and movida (for which please refer to the detailed synthesis contained in this volume), which has been characterized by the participation of Italian and foreigners stakeholders.

⁴ The so-called smart consumption is now an important element of the analysis on the *smart city*: see, among others, the interesting article by Lucy Atkinson, "Smart shoppers? Using QR codes and 'green' smartphone apps to mobilize sustainable consumption in the retail environment", *International Journal of Consumer Studies*, 37, 4, 2013, pp. 387-393.

⁵ This double image of the city, proposed in 2005 by Moulaert, Swyngedouw and Rodriguez for describing the processes of economic restructuring in some European cities (including Naples), more than ten years later seems to have been emphasized, characterizing today the dynamics of cities of different sizes even outside of Europe (Frank Moulaert, Arantxa Rodriguez and Erik Swyngedouw, *The Globalized City: Economic Restructuring and Social Polarization in European Cities*, Oxford University Press, Oxford, 2005).

⁶ They are, as the sociologist Codeluppi states, hotels, restaurants, airports, thematic parks, namely places that, although were not originally permeated by consumer culture, have been gradually pervaded by it (Vanni Codeluppi, *Metropoli e luoghi del consumo*, Mimesis, Milan, 2014).

⁷ Giandomenico Amendola, *La città vetrina. I luoghi del commercio e le nuove forme del consumo*, Liguori, Napoli, 2006, *my translation*.

radical geography etc.) and methods (quantitative and qualitative up to ethnographic). The attention has been focused on some issues which are today central to the urban studies in general (among others, resilience, dialectic between public and private spaces, residential and commercial gentrification, neoliberalism and right to the city), analyzed by several disciplinary approaches (the geographical, prevalent, has been enriched by the contributions of architects, urban planners, engineers, economists).

The extraordinary participation (marked in three days of presentations and debates), with the fieldworks in the Neapolitan centre and suburbs, have demonstrated the liveliness of the city-retail-consumption relationship, which however requires new methodological tools to be analysed in its most recent transformation, beyond an easy as frequent temptation to consider retail and consumption sometimes as actors (when regarded as factors of revitalization in urban regeneration process and policies), sometimes as victims (when regarded as the most visible signs of desertification, urban degradation and abandonment of certain parts of the city) of the urban change. Rather than hope for positive future developments or prophesy apocalyptic scenarios, what appears more urgent is not only to study the new phenomena, but to do it employing a new 'toolbox': in this sense we hope that this book, as happened with the previous ones, can contribute to the process of building a new research agenda.

Those aforementioned are not, of course, all new issues: more than twenty-five years ago a great number of studies and analysis released retail and consumption by the peripheral, residual and sometimes even frivolous role that had been previously attributed to the two topics, raising them as privileged interpretative-keys for understanding the changes of the contemporary city⁸. If the '90s and the early 2000's have recorded an increasing interest of social scientists towards the spaces of retail capital and the new consumer culture, reflected in a multiplicity of interdisciplinary works⁹, the so-called spatial and cultural 'turn' has produced further advancement in the studies. More recently the focus has shifted to more specific issues, also faced in Naples' seminar, about the innovations which have characterized the evolution of commerce (e-commerce, demalling), consumption (ethical, green, smart, political¹⁰) and the related spatialities. The focus on the new issues, imposed by phenomena in continuous and rapid evolution, however makes

⁸ The literature on the two topics is too extended and here we have not the possibility to retrace it. For a short overview, see the contribution in this volume (D'Alessandro, *Per una nuova agenda di ricerca su consumo e città*, cit.) while, for a wider international and Italian debate, see Libera D'Alessandro, *Attività commerciali e spazi urbani. Per un approccio geografico al Centro Storico di Napoli*, Guida, Napoli, 2008.

⁹ Neil Wrigley e Michelle Lowe, "Retail and the Urban", *Urban Geography*, 21, 7, 2000, pp. 640-653.

¹⁰ For the latter, see the article by Nick Clarke, "From ethical consumerism to political consumption", *Geography Compass*, 2, 6, 2008, pp. 1.870-84.

a critical rethinking necessary. A rethinking that appears very complex for both the proliferation of the studies on the subject in recent decades, and because – as it has been already emphasized regarding consumption – “most people feel they understand the term well enough. Most of us are ‘consumers’ on a daily basis, and we all know what it means to ‘consume’ something or other¹¹”.

This complex *positionality* has been highlighted in the seminar by Silvana Pintaudi, who used a good example based on the famous movie “*The Devil Wears Prada*” (directed in 2006 by Frankel and based on the book *Chick Lit*) to exemplify the difficult scientific role of the researcher who is, at the same time, a consumer in everyday life.

Just the opening round table offered significant elements for reflecting in a new way on the retail-consumption-city relationship, as it has been underlined through the above-mentioned reference to the contributions of Carreras and Pintaudi. This first moment raised other stimuli for reflection, which have provided further interpretative-keys: a) the different and multiple space-temporalities that coexist and sometimes collide in urban areas (in this sense, the contribution by Barata Salgueiro is a very interesting case-study on the rhythms associated with the consumer society); b) the impact on the central and peripheral commerce of the globalization of retail international capital (Cachinho) and of the information technologies (Carreras, Dugot); c) the role of experience and emotion (Cirelli), but also that of the symbolic capital, the images, the brandscapes of luxury and fashion (analyzed in the case at Avenida da Liberdade by Cachinho) in the practices of shopping and leisure.

In addition, two issues seem essential to be recovered from the Anglo-American literature in order to investigate them in a systematic way in other contexts: first, the connections between culture (and cultural capital, cultural tastes), retail and consumption – which have assumed an undeniable centrality with the increasing competitive pressure among cities – in the policies of city branding¹²; secondly, the phenomena of duality and polarization generated by the spatial embeddedness of the new forms of consumption and retail (for example, due to the commercial and residential gentrification, which not rarely produces forms of displacement¹³). At the scale of the Mediterranean cities, where retail and consumption have undoubtedly assumed a long-term value in shaping – and in being shaped by –

¹¹ David B. Clarke, Marcus A. Doel e Kate M. L. Housiaux, a cura di, *The Consumption Reader*, Routledge, London, 2003, p. 1.

¹² On the role of urban revitalization programmes focused on culture-led and consumption-led regeneration, see – among others – Mark Jayne, *Cities and consumption*, Routledge, London, 2006.

¹³ The sociologist Sharon Zukin has discussed about “retail as the public face of the attractiveness supported by the media” to explain how retail places can contribute artificially to attract the attention to certain places rather than to others, fabricating what she has called ‘a new authenticity’: Sharon Zukin, “Spaces of consumption to affirm (or lose) the identity. Consume authenticity”, in Patrizia Ingallina, ed, *New scenarios for the attractiveness of cities and territories*, FrancoAngeli, Milan, 2010, p. 62.

urban identities and lifestyles especially in the central areas, the analysis of the two phenomena could open up interesting perspectives for the analysis.

Some of the elements here systematized have come out in various ways: to take into account the debate on spaces and times of consumption that animated the seminar, it may be useful to illustrate, even if briefly, the many contributions collected in this book. Schematically, we can divide the essays of the first session on "*cities and metropolitan areas in the new urban retailing and consumption scenarios*" in three groups: a first one, composed by the texts focused on the role of retail – and of new commercial polarities – in the transformation of metropolitan areas, with particular attention to the forms of polycentrism developed at regional scale (as illustrated by Amato and Viganoni, who have analyzed the case of Campania; by Nicosia and Porto, who have deepened that of Marche; by Cappuccitti, who has focused his attention on Abruzzo and Lazio), to specific types of retail (such as franchising, analyzed from Porto-Sales for the whole South America), to specific urban case-studies (Allegri on Lisbon and Erkip on Ankara); a second group, which includes the essays focused on the ways in which consumption changes affect the city, taking into account the link between economic logic and spatial practices (as claimed by Beltrão Sposito, Goes and Turra Neto in their methodological proposal for the analysis of medium-sized cities in Brazil) and the *consumption potential index* (examined by Catelan and Melazzo newly in relation to the Brazilian case); a third group, formed by the essays focused on traditional retail spaces and, in particular, on their permanence in the urban areas. It is the case of two investigations which are the results of a comparative analysis: the first on the markets in France and Brazil (Vieira and Navereau) and the second on the impact that the major retail companies engage on commercial typologies which we define 'traditional' in Lleida, Spain and in Presidente Prudente, Brazil (Sposito, Bellet Sanfeliu and Beltrão Sposito).

Also the contributions of the second session, on "*new forms of commerce and services in the urban spaces*", turn around three issues. The first one is related to the new landscapes produced by commerce and services in the current phase of urban change (Sommella) and the implications linked to their cartographic representation, the latter analysed by Martínez Rigol, Frago and Carreras i Verdaguer on the basis of the long experience of OCUB (*Observatori del Comerç de la Universitat de Barcelona*). The second is about the new forms of retail developed in European cities. If the contribution of Cirelli, Graziano, Mercatanti, Nicosia and Porto focuses on the economic, social and environmental effects produced by the localization's choice of the large retail companies in the light of the case studies of IKEA Catania and Sicily Outlet Village, other essays focus on the process of consolidation and dismantlement which characterize the commercial polarities: it is the case of the contributions by Morandi and Paris on Milano Fiori and by Cavoto and Limonta on demalling. The third concerns the contrasts generated by

the diffusion of the new formats of retail, explored in Latin American cities, where such phenomena result into various forms of conflict: between structures (as shown by Gasca Zamora for Mexico City in relation to food) and between the circuits of urban economy (as Silveira illustrates in the case of Buenos Aires).

Relying on the already mentioned synthesis discussed by Cachinho at the end of the third session, we can divide the contributions on “*consumption and urban landscapes in transition*” according to the following partition. The first group includes essays which focus the attention on the role that consumption takes in the production and transformation of city: Loda concentrates on this aspect in her introduction to the session, analyzing the interaction between consumer behaviour and consumption of urban spaces in the historical city, especially with regard to the public spaces. In this group is also possible to include the contribution of Turra Neto and Bernardes on the role played by social networks in the districts of night-life in Presidente Prudente. Finally Vieira focuses on the problems generated by consumption as agent of urban transformation, framing it in the perspective of the ‘right to the city’. The second group contains works which explore the transformation of retailscapes and consumption practices in shopping places: the comparative study carried out by Goes and Sanfeliu on the commercial axis in medium-sized cities of Presidente Prudente and Lleida; the work by Faravelli and Clerici on Milan, whose transformations are investigated both in relation to the effects of the economic crisis on commercial resilience and in connection to the policies for the retail places; the essay of Rabbiosi, who analyzes the relationship between retail and tourism through the comparison between two important destinations, Paris and Rimini. The third group embraces contributions which combine retail and consumption, discussing different economic and social processes related to them. The essays are focused on four case studies, which analyze specific issues: Frago Clols, Martínez Rigol and Carreras investigate the processes of gentrification in the Raval district, one of most interesting Barcelona's quarter in terms of socio-spatial consequences of the urban transformation; Graziano also examines the gentrification, comparing the phenomenon in three European cities (Brussels, Manchester, Madrid); Marasco leads, in his essay on Copenhagen, a micro analysis on *Joegersborggale Street* through a cultural approach, while Olivera analyzes the forms of polarization and exclusion generated by the new spaces of retail and consumption in Mexico City.

Two summarizing contributions of the phenomena that the seminar participants had the opportunity to observe during the two fieldworks, conducted in the old town – Piazza Mercato (*Market Square*) and Borgo Orefici (*Goldsmiths Village*) – and in the metropolitan suburbs – Centro Ingrosso Sud and Vulcano Buono in Nola and Tari in Marcianise – enrich the volume. The first, written by Vona, on the link among commercial services, enhancement of the historical centres and development of tourism in the policies of *Town Centre Management* and

the second, elaborated by Minieri, on the complex geography of the jewellery district in Naples and Campania.

As it can be clear by the size and variety of the scientific activities which have characterized this seminar, there are many people who have contributed to its success. My greatest gratitude goes to the two Scientific Coordinators, Rosario Sommella and Lida Viganoni: despite their many institutional commitments¹⁴, they always found the time and the energy to direct and drive every aspect of the event (from the scientific to logistics organization); our surveys with Fabio Amato (whom I thank for the prompt presence at the various stage of the seminar), transformed into an opportunity to 'go on the field' discussing the urban geography of Naples and Campania, have been an incredible chance for an enjoyable learning.

We are grateful to Carles Carreras, one of the main promoters of the international network, for having involved us in the previous seminars and, in occasion of the Naples' initiative, for supporting us constantly, taking on him many tasks and giving generously advice and suggestions. Our gratitude extends to all the members of the Scientific Committee, which played an absolutely not formal role and offered their contribution, patiently answering to my many requests. We would also like to thank the coordinators – Caterina Cirelli, Mirella Loda, Patricia Olivera, Luigi Stanzione (Università della Basilicata) – and discussants – Herculano Cachinho, Maria Luisa Faravelli, Sergi Martinez Rigol – of the three sessions for the accuracy, the interest and the real participation demonstrated.

Special thanks go to professor Sergio Sciarelli, to Roberto Vona and Paolo Minieri: without their invaluable contribution and scientific experience, the fieldworks would not have enjoyed the success which now we can praise. Our thanks also go to Dr. Trosino of the CIS and newly to Paul Minieri, for organizing our visits flawlessly and allowing us to show two such interesting and unique commercial realities in the Italian panorama to Italian and foreign guests.

However, nothing would have been possible without the financial support offered by the Chamber of Commerce of Naples, as a complement to that provided from the "Orientale": I wish to express, on behalf of all the local organizers, our thanks to the President, Dr. Maurizio Maddaloni, who believed in this initiative and generously participated with his speech at the round table on shopping and movida; in this regard, we thank all the participants, who have brought their direct testimony as the result of practical experience in the field of retail and consumption, whereby academics have necessarily to confront.

¹⁴ In October 2013 Lida Viganoni was Rector of the University of Naples "L'Orientale" and Rosario Sommella was Director of the Department of Human and Social Sciences of the same University.

We are grateful to the Department of Human and Social Sciences and the Rectorate (Internal Affairs and Public Relations Office) of the "L'Orientale" not only for the financial and logistical support to the initiative and to this publication, but also for the courtesy, the politeness and the participation with which the members of the offices have accompanied the event.

Finally, we express our gratitude to all participants in the seminar, who have accepted our invitation to transfer the interesting reflections proposed in Naples on cities, retail and consumption in the contributions collected in this volume**.

** We take this opportunity to indicate that all foreign texts have been translated in English and French (except the text by Silvana Pintaudi, who chose to translate it into Italian), specifying that all the authors are responsible for the quality of their translation and, more in general, for the ideas expressed in their contributions.

City, Retail and Consumption focuses on changing urban spaces through the interpretative key offered by retail and consumption, between globalization processes and the embeddedness in local contexts. The book is the outcome of the fourth international seminar organized by geographers from various countries (Brazil, France, Italy, Portugal and Spain) and enriched by the contributions of specialists (architects, urban planners, engineers, economists) and stakeholders. It collects almost fifty texts written after a fruitful debate not only about theories, approaches and methods but also about the practical implications of the urban planning for shopping and consumption places. The case studies range from Sao Paulo to Presidente Prudente, from Buenos Aires to Mexico City and again from Barcelona and Lleida to Lisbon, Paris, Ankara, Copenhagen and many Italian cities. Through different scales of analysis, the contributors have indeed paid their attention on relevant issues to urban studies: resilience, sustainability, dialectic between public and private spaces, impact of e-commerce in urban areas, residential and retail gentrification, neoliberalism and the right to the city.

Libera D'Alessandro, PhD in Geography of Development, is Assistant Professor in Political and Economic Geography (Dipartimento di Scienze Umane e Sociali, Università di Napoli "L'Orientale"). Her researches focus on urban studies through the key of retail and consumption geography both from the theoretical and the empirical point of view. She has published many scientific International and Italian essays and articles, including the book "*Attività commerciali e spazi urbani. Per un approccio geografico al centro storico di Napoli*" with a grant from the Italian National Research Council (CNR). She has participated in different research projects and in many invited seminar and lectures in Italy and abroad. She currently takes an active part in the international network on *City, Urban Retail and Consumption*. In 2010 she received from the Italian Geographical Society the 12th Award for Young Researcher.

ISBN 978-88-6719-110-9