



Place-reinvention in the Nordic
periphery: Dynamics and governance
perspectives

Place promotion and the search for uniqueness

- A new climate of competition between places
- Enhancing attractiveness and uniqueness
- Construction of new place images
- Globalisation and a new economy



“Rediscovery of place”

- Place is being rediscovered in the age of globalisation:

” You cannot even think about globalisation without rrefering to specific locations and places”

U. Beck: 2002:23

Place Re-invention in the Urban North: Dynamics and Governance perspectives



Northern Encounters
Tromsø,
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Theoretical inspirations

- S. Lash, and J. Urry, 1994: *Economies of Signs and Space*.
- D. Harvey, 2000: 'From Managerialism to Entrepreneurialism. The Transformation in Urban Governance in Late Capitalism'.
- D. Massey (2000): The Global Sense of Place
- B. Jessop, 1997: 'The entrepreneurial city: Re-imagining localities, redesigning economic governance, or restructuring capital?'
- G. Kearns, Gerry and C. Philo 1993: *Selling Places*.
- T. Hall and P. Hubbard (1997): The Entrepreneurial City.
- Shields, Rob, 1991: *Places on the Margin*. London:
- S. Ward, 1998: Selling places:

A three dimensional concept of place

- Place as location
- Place as sense of place
- Place as social context

Agnew and Duncan 1987

In our interpretation:

The making sense of place that goes on in the new climate of globalisation and a new economy

8 places

- **Narvik** and **Kirkenes** in Norway
- **Pajala** and **Övertorneå.** in Sweden
- **Kemi** and **Kemijärvi** in Finland
- **Eigilstadir** and **Fjærdabygdi** in East-Iceland



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Methods....

- Deconstruction of slogans, brochures, logos and home-pages
- Plans, documents, reports
- **Focus group interviews** to anticipate collective place-identities
- Personal interviews with central actors in public, private and economic sector
- Fieldwork: 2-3 visits to each place: of 1 weeks duration

Place- reinvention: ”Face-lifts or economic restructuring?

- ..ongoing changes
- The complex interplay of strategic and continuous processes that bring about change
- .. A non-linear process; Place as ”unfinished business” – always in becoming – and always socially produced

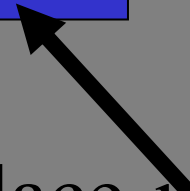
Globalisation

Branding

Place-
reinvention

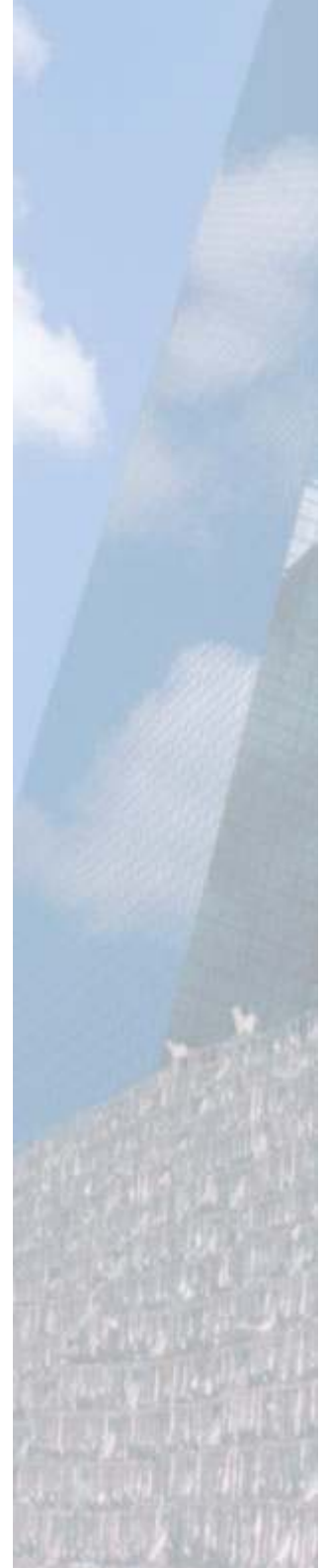
Competition

Place-identity



Multiple forms of place reinvention:

- Different routes;
- Strategic and intentional or spontaneous
- Material and visual or symbolic
- Latent, continuous and discrete

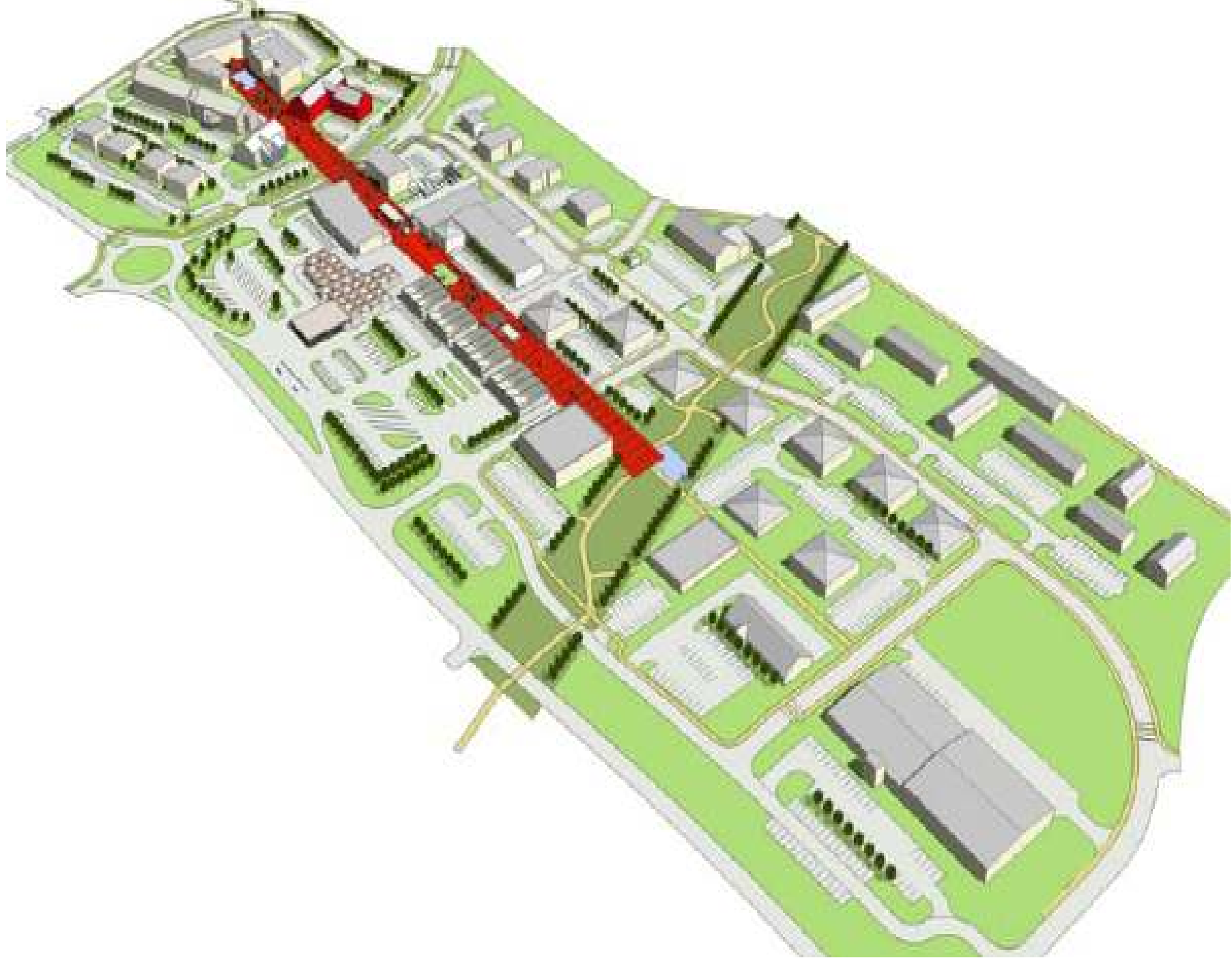


We have never been urban: place reinvention through urbanization

- Transforming industrial sites to sites for consumption and entertainment
- Celebrating urbanity by constructing urban landscapes in even remote areas



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The urban utopia of Eigilstadir



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Everything on one horse

- Flagships or events, for instance the snow-castle in Kemi

The Snow-castle in Kemi



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Reinvention through branding

- The most proactive form of place-reinvention
- The place is packaged and sold as a commodity
- The place is ascribed a particular identity
- Urban entrepreneurialism

(David Harvey)



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"Narvik har hva altfor mange skandinaviske skisteder savner: de rette alpine forutsetningene"

- Åka Skidor

Narvik har hva de fleste andre skisteder i Skandinavia bare kan drømme om; eventyrlige skimuligheter med hav og spisse tinder så langt øyet rekker. I april og mai er omgivelsene spesielt spektakulære, ofte med fantastisk tørrsnø og et utrolig lys til de sene nattetimer. To heiser løfter deg over 1000 køfrie høydemeter på 15 min.

● SVALBARD
1,5 t fly + 4,5 t buss

GJENNOMSNITTS- TEMPERATUR °C: (Narvik, havnivå)

November	÷ 0,2
Desember	÷ 2,7
Januar	÷ 4,1
Februar	÷ 3,9
Mars	÷ 2,0
April	+ 1,8
Mai	+ 6,9

Mørketid:
5. desember - 8. januar

Midnattsol
21. mai - 21. juli

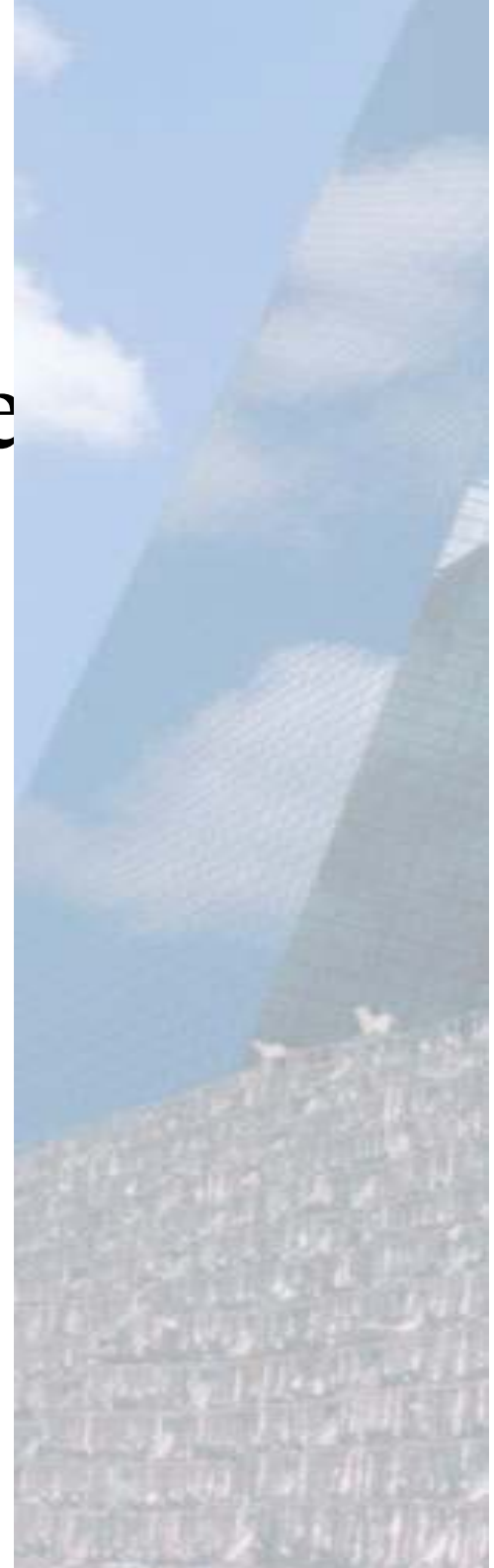
● NORDKAPP
739 km

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Place-reinvention through symbolic construction of place

The Russian street-signs in Kirkenes

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Kirkegata

Киркегата

Can place reinvention be governed?

- Place-reinvention linked to new forms of governance
- Entrepreneurial forms of governance; development agencies, business parks outside local government
- Place-reinvention difficult to govern; 1) Its complexity, 2) Has to do with identity
- Dowcaling of local administrations has lead local development issues in the hands of new actors