

## **Decoding the curated neighborhood: Exploring the similarities of trans-local cultural scenes through in-flight magazines**

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Global cities from Amsterdam to Los Angeles feature unique urban landscapes and cultural legacies. Yet, at some point, residents, tourists and researchers find themselves in a neighborhood that seems remarkably familiar and formulaic. Somewhere beyond the high street and ethnic enclaves, exists a world of independent boutiques selling the latest in local fashions, craft brewers and organic butchers, fair-trade coffee shops and gluten free bakeries, art galleries, vinyl record shops, tattoo parlors and home design emporiums. Although these neighborhoods or scenes can be pinpointed in many cities and serve as vital sites for the production, consumption and curation of cultural goods, services and experiences they remain poorly understood. In particular, beyond anecdotal evidence, the actual homogeneity of these scenes has yet to be assessed. This presentation addresses this question by drawing on a content analysis of neighborhood profiles in *Re:Porter* - the in-flight magazine of the boutique regional Porter Airlines. By examining how scenes within cities including Toronto, Montreal, New York and Chicago are portrayed, branded, and promoted by the airline the presentation will demonstrate that curated neighborhoods across North America are increasingly homogeneous. In particular, the profiles spin similar narratives about formerly derelict quarters that have been transformed into desirably gritty destinations by hardworking and creative local entrepreneurs. By highlighting that these neighborhoods feature similar types of people, activities and urban aesthetics, this presentation provides a platform for future research which looks at the causes and consequences of trans-local uniformity.