



Title	From Area Branding to Neighbourhood Commons : The Change of an Osaka Neighbourhood after the High Economic Growth Period
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Abstract of Thesis

Name (KIRMIZI, Meric (クルムズ・メリチ))	
Title	From Area Branding to Neighbourhood Commons: The Change of an Osaka Neighbourhood after the High Economic Growth Period (地域ブランド化からネイバーフッドコモンズへーバブル経済後の大阪市における地域変容—)
Abstract of Thesis	
<p>The research question of this study is where to locate Japan in the literature on post-industrial urban change and gentrification through the study of an empirical case. The debate regarding the various forms of urban change and particularly gentrification in the Global North and the Global South centered on the issues of growing social inequality, social polarization, and a loss of place identity. However, Japanese urban change after the 1990s, which Japanese scholars studied mostly under the name of re-urbanization (<i>saitoshika</i>) or “return to the city centres” (<i>toshin kaiki</i>), was little understood abroad. To fill this gap, and to locate Japanese-style gentrification in contemporary urban theory, the Horie neighbourhood in Nishi Ward was selected and studied as an example of post-bubble neighbourhood change. This Osaka case was notable for its dual residential and commercial characteristics, increasing appeal to new residents, and social diversity and activism.</p> <p>Horie, which had prospered as an entertainment district and an area of timber and furniture businesses before, was revitalized in the 1990s to reverse the decline it experienced after the collapse of the bubble economy. The aim of this study was to account for Horie’s past revitalization and present situation from the perspectives of different social groups, who have been affiliated with the area in some way for different time lengths. The research was based on a three-year long qualitative field study in Horie. Altogether 51 people were interviewed. Interviews were made with 15 long-term residents - including three people who have been long affiliated with the area without actually residing there, twelve newcomers - including eleven mothers and one husband, eleven wood-related businesses, seven cultural entrepreneurs, three real estate agents, and three representatives of local organizations. In addition, the researcher participated in local activities and events from August 2013 to August 2016 to observe the social interactions among the different social groups in Horie.</p> <p>In this study, firstly, a literature review with a focus on the concept of gentrification was made to define post-industrial change and gentrification in theory and practice that is, their forms in different geographical contexts. Secondly, Horie’s history since the Edo Period, including the development of furniture businesses on Tachibana Street, was provided to better understand Horie’s changing place identity after the collapse of the bubble economy. Thirdly, statistics, prepared from the national population census and data from a Town Development and Social Life Questionnaire, with respect to Horie’s present demographics and the recent population change were shown to indicate the embourgeoisment or gentrification (<i>kōkyōka</i>) of Horie. Fourthly, the story of area branding in Horie was reconstructed from the viewpoint of long-term residents: their criticisms towards Horie’s renewed identity after Tachibana Street’s revitalization were elaborated.</p> <p>Next, Horie’s woodwork businesses’ experiences and interpretations of the Horie neighbourhood’s change in relation to its background, factors, effects, process, outcomes, and areas of improvement were represented with a focus on the constraints upon family businesses and craftsmanship culture. The furniture shops which adapted to the changing business environment well were the ones that preserved their unique product offers by a craftsmanship approach. Sixthly, the ideas of cultural entrepreneurs and real estate agents from Horie were presented in the context of homogenization and commercialization of culture as remedies for contemporary urban problems to reinforce the idea that Horie, which had already possessed a historical place identity,</p>	

did not need an infusion of culture from outside. Finally, interviews with a small group of mothers, living in Nishi Ward, were analyzed to shed some light on mothers' views about their daily life experiences in the revitalized Horie area. It was revealed that mothers could represent a good case of positive or feminine gentrification, only if their presence in Horie was not so temporary.

It was found that the attitudes of these various social groups to Horie's revitalization were connected to the type and intensity of their relationships with the area. For example, long-term residents and cultural entrepreneurs were mostly regretful about the Horie brand that was a product of the area's revitalization. On the other hand, business owners and newcomers occupied a more ambivalent position. Some corresponding theories, which help explain various attitudes towards area revitalization, are summarized in a table in the discussion. It was also found that although Horie's social groups did not have overt conflicts, the long-term residents felt that newcomers did not participate enough in the local community. Among the newcomers, mothers were the most accepted group by local community groups and administration. Furthermore, this study showed that the number of newcomers was growing with the speedy "mansions" or condominium construction in the area. The condominium construction was recognized as the dominant form of gentrification in Horie at present.

Horie's lack of irresolvable social tensions over revitalization indicated a major difference between Japanese post-industrial urban change and other gentrification models of the Global North and the Global South. A second table summarizing and comparing the gentrification processes in the Global North, South and Japan is provided in the discussion. Accordingly, the Japanese model of post-industrial urban change is separated from other countries in its change factors, processes, and outcomes, as well as timing, despite a growing trend of urban neoliberalism in Japan which is also seen elsewhere. It is possible to think the Japanese case as having evolved from a higher resemblance to the Global South in the post-war reconstruction era to approximating the gentrification examples in the Global North with the advance of economic neoliberalization. The study concludes by suggesting the notion of "neighbourhood commons" as a socially balanced alternative to the prevailing area branding and marketing schemes. Yet, a more complete picture of Japanese post-industrial urban change and gentrification required further comparative research.

Keywords: Post-industrial urban change, new-build gentrification, shopping street revitalization, neighbourhood commons, Japanese cities

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<p>本論文は、バブル崩壊後の大阪における都市再開発によって生まれた新しいまちづくりが、どのような地域社会をもたらしたのかを、4年間にわたる当該地域のさまざまなタイプの住民、ビジネス関係者への聞き取り調査と地元行事への参与観察をもとに考察したきわめて貴重な論考です。</p> <p>著者は、諸外国における同様の都市再開発の事例と比較しながら、バブル崩壊後の日本におけるいわゆる「都心回帰」現象が、国際的に共通する枠組みの中でどのように位置づけられるかを考察しています。丹念なフィールドワーク、住民・関係者への聞き取り調査と、国際比較の視点を組みあわせることで、著者は、ネオリベラリズムの強い影響下にある都市政策においてもさまざまな都市の再活性化の可能性を示しています。製造業が衰退し都市から工場が消失する過程で生じる都市の空洞化問題は、欧米においてはすでに1970年代から発生しており、衰退する都市中心部をどのように再開発するかは、先進工業国共通の問題です。その対応策は、その規模、方法、主体に応じてさまざまですが、多くの国では政策的には「都市ネオリベラリズムurban neoliberalism」、方向性としては「高級化gentrification」という共通点をもつと著者は述べます。すなわち、自由市場イデオロギーへの都市の適応と地域の施設や住民の高級化です。こうした共通の枠組みの中においても実際にはさまざまなタイプの「ジェントリフィケーション」が存在することを著者は指摘し、国外のさまざまな事例を引きながら、説明を行っています。この現象において社会学的に興味深い点の1つは、商業化する都市の女性化です。多くの事例において都心部における女性人口の増加が指摘されており、日本のいくつかの大都市においても同様の現象が指摘されています。著者もこの点についてふれていますが、残念ながらこの問題がもつ社会的意義については本論文では今後の課題として残されています。</p> <p>著者は、諸外国におけるジェントリフィケーションの事例を「北側諸国(global north)」と「南側諸国(global south)」に分類し、その特性をまとめ、バブル崩壊後の日本の大都市において生じている都心回帰現象についての国内研究者の調査研究の結果と比較しています。</p> <p>次に著者は、大阪と調査地である西区堀江地区についてその歴史的発展をあとづけ、堀江地区を歴史的に材木商と家具職人が築いた町と位置づけ、バブル崩壊後における当該地域の人口構成の変動などを丹念に追跡し、人口統計上の変化の特性についてまとめています。3章以降では、著者は、長期滞在者(バブル崩壊以前からの居住者)、地域の家具・木材関連業者、文化起業家、不動産業者、他地域から転入した母親たちといった多様な地域のアクターへのインタビューから、1990年代以降の同地域の再開発が彼らにとってどのような意味をもつか、彼らがどのようなネットワークをもつかを丹念に描写しています。</p> <p>これらの分析の結果、堀江地区の再開発は、地域住民主体で行われたボトムアップ型の再開発であり、その結果地域経済は持ち直し、より安全で高いブランドイメージをもつ町へと発展した一方、地域住民間の関係は疎遠となり、進出する企業との関係は一時的なものにとどまり、また、転入者の長期滞在意向も弱いというアンビバレントな状況であることが明らかとなりました。著者は、こうした再開発が、海外におけるジェントリフィケーションの事例と比較して、住民の強制退去や階層的な同質性といった側面が見られない反面、高級化による地域性の喪失や住民ネットワークの希薄化といった共通の現象が指摘できるとします。</p> <p>最後に、著者は、都市にとって、対外的なブランドイメージの向上よりも、住民が共有できるさまざまな空間や時間がより重要であるという意味で、neighborhood commonsという概念を提唱しています。</p> <p>著者の長期にわたる現地調査と精緻な分析、当該問題についての十分な学術的知識について、審査委員は博士人間科学の学位にふさわしい学位論文と判断しました。</p>		