An International Comparative Study of Xintiandi in Shanghai and South Street Seaport in New York City

by

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Abstract: Nostalgia has long been used as a theme in urban preservation, redevelopment, or revitalization projects particularly developments that aim to attract transient visitors or out-of-town tourists (e.g., Faneuil Hall in Boston, the Inner Harbor in Baltimore, and Underground in Atlanta). But not all nostalgia-themed redevelopments achieve their intended outcome due in part to differing social, economic, political and cultural factors. For example, both Xintiandi in Shanghai and South Street Seaport in New York City were meant as part of an urban renewal and economic development project. Both developers appropriated an aspect of the affected area's past to symbolically frame, package, and present their respective large-scale urban redevelopment projects to their public. But as Xintiandi has seemed to have been a success story in urban renewal and international tourism development, South Street Seaport has largely been a cultural, as well as commercial failure.

The proposed paper is an international comparative study of Xintiandi in Shanghai and South Street Seaport in New York City. It will begin with an historical overview of the respective developments of Xintiandi in Shanghai and South Street Seaport in New York City. Among the main questions to be addressed are: Under what social, economic, political and cultural conditions was each of these two projects conceived and developed? What unique purpose were these projects meant to do for their respective cities at the time of their conception? Why was each project proposed at its specific location?

More specifically, the paper will examine the major players in the development of Xintiandi and South Street Seaport in their respective contexts. We will focus our attention on the developers and financial sponsors and their corporate-commercial and institutional backgrounds. What were their original business plans? What did they want to achieve from the project? Why did they think their project would succeed? We will also examine residents and citizen groups in the affected areas and their stake in the development. In addition, we will analyze the legal entities or regulatory forces that have played a role in the two re/developments in Shanghai and New York City, respectively.

Another equally important aspect of our inquiry is a study of the actual actions being taken by the developers, the legal-regulatory authority, and the people who are affected by the redevelopment. We are particularly interested in examining the dynamics of the interactions among these key players, how their respective self-interests intersected, and the outcomes of their interactions. Ultimately, we are interested in comparing how these projects may differ and concur between their respective social, economic, political, and cultural, as well as policy-making ramifications and why.

Brief Author Biographies

Dr. Casey M. K. Lum's areas of research and teaching include media ecology, media and globalization, urban communication, media education, as well as Asian and Asian American media. An admirer of Lewis Mumford's pioneering work in urban studies and the history of technical cultures, Dr. Lum's edited book, Perspectives on Culture, Technology and Communication: The Media Ecology Tradition (Hampton, 2006), has won the Media Ecology Association's 2006 Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics. Its simplified Chinese edition has been published by

Peking University Press as <媒介环境学：思想沿革与多维视野>. His earlier book, In Search of a Voice: Karaoke and the Construction of Identity in Chinese America (Lawrence Erlbaum Associates, 1996), is an ethnographic study of how three interpretive communities of immigrants engaged in social interaction in private and public places through karaoke singing.   In addition to numerous other research activities and publications, Professor Lum is currently engaged in a multinational comparative study of outdoor advertising as urban communication. He is currently on the Board of Directors of both the Media Ecology Association and the Urban Communication Foundation. He is also a Research Associate at Shanghai Normal University's Research Center for Urban Culture. Professor Lum lives in New York City with his family.

Professor Peter L. Haratonik is Interim Chair of the Department of Media Studies and Film at The New School in New York City. He was formerly the Director of Film/Video/Broadcasting in the School of Continuing and Professional Studies at New York University; the former Chair of Communication Arts and Director of the Television Institute, Hofstra University; the former director of M.A. in Media Studies Program at The New School; the former president of the Association of Communication Administration. In addition to academic administration and teaching, Professor Haratonik is also an author and communication consultant.

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关于上海新天地和纽约南街海港的国际比较研究

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内容提要：怀旧长期以来被用作城市保存，重建或振兴，特别是发展的主题，目的是为了吸引短期访客或外地观光者（例如波士顿的法尼尔厅，巴尔地摩的内港和亚特兰大的地下城）．但由于不同的社会，经济，政治和文化因素，并非所有以怀旧为主题的城市重建计划都能实现其预期目的．举例来说，上海新天地和纽约南街海港，就是作为市区重建和经济发展项目的一个组成部分．这两个城市的开发者都通过拨款对受影响区域进行象征性地包装，对公众提出各自大规模的城市重建计划．但新天地似乎已成为在市区重建和国际旅游业发展的成功故事，而南街海港却在很大程度上成为文化以及商业上失败的象征．

本文提出了一个关于上海新天地和纽约南街海港的国际性的比较研究．它将从概述上海新天地和纽约南街海港各自的发展历史开始，其中主要涉及的问题是：什么样的社会、经济、政治和文化条件是每个项目所设想和开发的呢？这些项目为各自城市所做的构想有什么独特目的？为什么每个项目在指定的位置提出开发计划？

更具体地说，本文将在各自不同的背景下研究新天地和南街海港发展计划的主要参与者．我们将重点研究开发商和财政赞助者以及他们的企业商业背景和组织背景，他们原始的经营计划是什么？他们想从这个项目中取得什么样的目标？他们认为该项目会取得成功的原因是什么？我们也会研究受影响区域的居民和市民团体在该项目发展中的受益情况．此外，我们还将分析法人实体或监管力量在上海和纽约的重建或发展中各自所发挥的作用．

我们调查研究的另一个同样重要的方面是由开发商、法律监管机构以及因重建而受影响的人民群众的实际行为．对研究这些关键角色之间的相互作用，各自切身利益的交叉及相互作用的

结果，我们也很感兴趣．最后，比较这些项目在各自的社会、经济、政治和文化中的不同，以及在决策过程中的分歧和原因，也是非常有意义的。

关键词：上海新天地；纽约南街；比较

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