

TED演讲者: Stephen DeBerry | Stephen DeBerry

演讲标题: Why the "wrong side of the tracks" is usually the east side of cities | 为什么“轨道以东”的一侧, 城市发展总是相对落后?

内容概要: What do communities on the social, economic and environmental margins have in common? For one thing, they tend to be on the east sides of cities. In this short talk about a surprising insight, anthropologist and venture capitalist Stephen DeBerry explains how both environmental and man-made factors have led to disparity by design in cities from East Palo Alto, California to East Jerusalem and beyond -- and suggests some elegant solutions to fix it. 处在社会、经济、环境边缘的社区, 有什么共性呢? 其中一点是, 它们通常都位于城市的东侧。演讲人 Stephen DeBerry 是一名人类学家和风险资本家, 他的演讲简短而深刻, 为我们剖析了环境和人为因素, 如何在设计上导致了东西部的贫富差距, 这些城市包括加利福尼亚的东帕罗奥图, 东耶路撒冷等等。此外, 他还带来了一些合理的解决方案。

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I came to talk about first principles and communities that I love -- especially East Palo **Alto**, California, which is full of amazing people.

今天来到这里, 我想和大家谈谈一些首要原则 和我热爱的一些城市——尤其是东帕罗奥图, 它位于加利福尼亚, 那里人才济济。[00:12]

It's also a community that's **oddly** separated by the 101 **freeway** that runs through Silicon Valley.

但这个城市, 被一条 穿过硅谷的101国道硬生生隔开。[00:23]

On the west side of the freeway in Palo Alto are the "**haves**,"

在这条高速路的西侧, 是“无所不有”的帕罗奥图, [00:29]

on just about any **dimension** you can think of: education, income, access to water.

只要你想得到的, 都能在这里找到: 优越的教育, 可观的收入, 丰富的水资源。[00:33]

On the east side of the freeway are the "**have-nots**."

而这条高速路的东侧, 则是“一无所有”的帕罗奥图。[00:37]

And even if you don't know East Palo Alto, you might know the story of **eastside disparity**, whether it's the separation of the railroad tracks in East **Pittsburgh** or the Grosse **Pointe** Gate in East **Detroit** or East St. Louis, East **Oakland**, East **Philly**.

即使你没听说过东帕罗奥图, 你也许听过其它类似的故事, 讲述着东部城市如何的落魄, 无论是被铁路分开的东匹兹堡, 被格罗斯波因特大门 隔开的底特律, 还是东圣路易斯, 东奥克兰, 费城的东部。[00:41]

**Alto**: n. 女低音; 男声最高音; 中音乐器/adj. 中音部的 **oddly**: adv. 古怪地; 奇妙地; 单数地 **freeway**: n. 高速公路 **haves**: n. 富人; 富人 **dimension**: n. 方面; [数] 维; 尺寸; 次元; 容积 vt. 标出尺寸/adj. 规格的 **have-nots**: n. 穷国; 贫民 (等于 the have-nots) **eastside**: adj. 纽约市曼哈顿东区的 **disparity**: n. 不同; 不一致; 不等 **Pittsburgh**: n. 匹兹堡 (美国一座城市) **Pointe**: n. (法) 芭蕾舞足尖站立的姿式 **Detroit**: n. 底特律 (美国一座城市) **Oakland**: n. 奥克兰 (美国加州西部城市) **Philly**: n. 费城 (Philadelphia 的俗称, 美国一座城市)

Why is it that communities on the social, economic and environmental margin tend to be on the east sides of places?

为什么一个城市的社会, 经济和环境的边缘区, 大多数都集中在东部呢? [00:56]

Turns out, it's the wind.

事实证明, 是因为风向。[01:05]

If you look at the Earth from the North Pole, you'd see that it **rotates counterclockwise**.

如果你站在北极圈俯看地球, 你会发现地球是逆时针旋转的。[01:09]

The impact of this is that the winds in the northern and the southern **hemispheres** blow in the same direction as the **rotation** of the Earth -- to the east.

结果是, 北半球的风和南半球的风, 都吹向了同一个方向——东方。[01:13]

A way to think about this is: imagine you're sitting around a **campfire**.

我们可以这样理解: 想象我们坐在一堆篝火旁, [01:22]

You've got to seat 10 people, you've got to keep everyone warm.

你要负责安排坐满十个人, 还要保证每个人都能取到暖, [01:25]

The question is: Who sits with the **smoky** wind blowing in their face?

但问题来了: 谁坐在下风口被烟熏呢? [01:29]

And the answer is: people with less power.

答案是, 弱势群体的人。[01:33]

This campfire dynamic is what's playing out in cities, not just in the US, but all around the world: East London; the east side of **Paris** is this way;

这个作用于我们城市的 篝火动力原理, 不仅发生在美国, 全世界亦是如此。东伦敦, 巴黎的东部也是这样, [01:37]

**rotates**: 旋转/轮流 **counterclockwise**: adj. 反时针方向的/adv. 反时针方向 **hemispheres**: n. [天] 半球 (hemisphere 的复数形式) **rotation**: n. 旋转; 循环; 轮流 **campfire**: n. 营火; 营火会 **smoky**: adj. 冒烟的; 烟熏味的; 熏着的; 呛人的; 烟状的 **Paris**: n. 巴黎 (法国首都); 帕里斯 (特洛伊王子)

East **Jerusalem**.

还有东耶路撒冷。[01:45]

Even down the street from where we're sitting right now, the **marginalized** community is East **Vancouver**.

甚至沿着我们所在的这条街, 温哥华的东部也是被边缘化的一侧。[01:46]

I'm not the only one to notice this.

我并不是唯一注意到这一点的人。[01:52]

I nerded on this hard, for years.

我苦思冥想了好多年, [01:54]

And I finally found a group of economic **historians** in the UK

最终在英国找到了一群经济历史学家, 他们规划了

who <b>modeled</b> industrial-era <b>smokestack dispersion</b> .	工业时代烟囱分布模式。[01:56]
And they came to the same conclusion <b>mathematically</b> that I'd come to as an <b>anthropologist</b> , which is: wind and pollution are driving marginalized communities to the east.	经过计算后得出的结论 和我这个人类学家的如出一辙, 也就是:风向和污染是东部 城市被边缘化的诱因。[02:03]
The <b>dominant</b> logic of the industrial era is about disparity. It's about haves and have-nots, and that's become part of our culture.	工业时代的主导逻辑 就是划分贫富差距。[02:13] 就是“无所不有”和“一无所有”, 而那已经成为了我们文化的一部分。[02:18]
That's why you know exactly what I'm talking about if I tell you someone's from the " <b>wrong side of the tracks</b> ."	那就是为什么如果我告诉你某人 来自“轨道错误的一侧”, 你就懂我在说他家境贫寒。[02:21]
<b>Jerusalem</b> : n.耶路撒冷(以色列首都);耶路撒冷(巴勒斯坦古城,犹太教,基督教和伊斯兰教的圣地) <b>marginalized</b> : 使边缘化/忽略/排斥(marginalize的过去式和过去分词) <b>Vancouver</b> : n.温哥华(加拿大主要港市) <b>historians</b> : n.历史学家(historian的复数) <b>modeled</b> : v.模仿(model的过去分词形式);模式化;被效仿 <b>smokestack</b> : n.烟囱,烟窗/adj.低技术制造业的;大工厂的 <b>dispersion</b> : n.散布;[统计][数]离差;驱散 <b>mathematically</b> : adv.算术地,数学上地 <b>anthropologist</b> : n.人类学家;人类学者 <b>dominant</b> : adj.显性的;占优势的;支配的,统治的/n.显性 <b>wrong side of the tracks</b> : 城市中贫民区/贫民阶层	
That phrase comes from the direction that wind would blow dirty train smoke -- to the east, usually.	这个典故来源于, 风把火车产生的又脏又黑的烟 往东吹,通常情况下是这样。[02:26]
I'm not saying every single community in the east is on the margin, or every community on the margin is in the east, but I'm trying to make a bigger point about disparity <b>by design</b> .	我的意思不是说每个东部的 城市都处于边缘地带, 或每个城市处在边缘地带的 社区都位于城市的东部, 但是我已经在尽我所能。通过 (城市) 设计来缩小东西部的差距。[02:34]
So if you find yourself talking about any <b>cardinal</b> direction of a freeway, a river, some train tracks, you're talking about an eastside community.	如果你发现自己谈论的是 高速公路,河流, 火车轨道的基本方位, 其实你讨论的就是城市的东部。[02:44]
Now, the wind is obviously a natural phenomenon.	风是一个常见的自然现象,[02:54]
But the human design decisions that we make to separate ourselves is not natural.	但是人类设计的决定, 让我们把彼此隔开的这个决定, 是人为的。[02:57]
Consider the fact that every eastside community in the United States was built during the era of legal <b>segregation</b> .	考虑到在美国,每一个城市的东部, 都是建于种族隔离合法的年代,[03:04]
We clearly weren't even trying to design <b>for the benefit of</b> everyone, so we ended up dealing with issues like <b>redlining</b> .	很显然我们在设计城市时,甚至 都没有为每个人的利益考虑, 于是我们最后就萌生了 诸如贷款歧视一类的问题。[03:11]
This is where the government literally created maps to tell <b>bankers</b> where they shouldn't lend.	这是当时的政府设计的城市地图, 告诉银行哪些地方不该放贷,[03:18]
<b>by design</b> : 故意地 <b>cardinal</b> : n.红衣主教;枢机主教;鲜红色;[鸟类](北美)主红雀/adj.主要的,基本的;深红色的 <b>segregation</b> : n.隔离,分离;种族隔离 <b>for the benefit of</b> : 为...的利益 <b>redlining</b> : n.划红线注销(将某些顾客划出贷款对象范围)/v.(用红线)注销;使飞机停止;进行经济歧视(redline的现在分词) <b>bankers</b> : [金融]银行家	
These are some of those actual maps.	这只是众多地图中的冰山一角。[03:23]
And you'll notice how the red <b>tends</b> to be <b>clustered</b> on the east sides of these cities.	你们可能会注意到, 红色部分大都聚集在 这些城市的东侧。[03:25]
Those financial design decisions became a <b>self-fulfilling prophecy</b> : no loans turned into low property tax base and that <b>bled</b> into worse schools and a less well-prepared workforce, and -- lo and <b>behold</b> -- lower incomes.	那些在财政政策设计中所做出的决定, 都成为了自我应验的预言; 没有贷款,财产税的税收基数就小, 政府对学校建设投入就会减少,因此 培养出来的劳动力也更不具备竞争力, 所以——瞧——又导致了更低的收入,[03:31]
It means that you can't <b>qualify for</b> a loan.	低收入就意味着你没有资格申请贷款。[03:45]
Just a <b>vicious</b> downward <b>spiral</b> .	这就是一个螺旋下降的恶性循环。[03:49]
And that's just the case with <b>lending</b> .	而那只是关于借贷的一个例子而已。[03:51]
We've made similarly <b>sinister</b> design decisions on any number of issues, from water infrastructure to where we decide to place <b>grocery</b> stores <b>versus</b> liquor stores, or even for whom and how we design and fund technology products.	我们在许许多多问题上也曾 做过类似的恶名昭著的 决定, 从水利基础设施建设, 到决定要在哪里开杂货店或烟酒行, 甚至连我们为了谁,以及如何设计 和资助技术产品都是如此。[03:52]
<b>tends</b> : vi.趋向,倾向;照料,照顾/vt.照料,照管 <b>clustered</b> : adj.成群的;聚集成群的/v.聚合(cluster的过去式) <b>self-fulfilling</b> : adj.实现自己抱负的,自我实现的 <b>prophecy</b> : n.预言; 预言书; 预言能力 <b>bled</b> : adj.流血的;削弱的/v.流血;渗开;榨取;受伤(bleed的过去分词) <b>behold</b> : vt.看;注视;把...视为/vi.看/int.瞧;看呀 <b>qualify for</b> : 合格;有...的资格 <b>vicious</b> : adj.恶毒的; 恶意的; 堕落的; 有错误的; 品性不端的; 剧烈的/ <b>spiral</b> : n.螺旋;旋涡;螺旋形之物/adj.螺旋形的/vt.使成螺旋形/vi.盘旋;螺旋形上升 <b>lending</b> : n.出借;出借物/adj.出借的/v.贷款;提供(lend的ing形式);借给 <b>sinister</b> : adj.阴险的;凶兆的;灾难性的;左边的 <b>grocery</b> : n.食品杂货店/食品杂货 <b>versus</b> : prep.对; 与...相对; 对抗	
<b>Collectively</b> , this list of <b>harms</b> is the <b>artifact</b> of our more <b>primitive selves</b> .	综上所述,这一系列的问题, 都是我们的原始罪恶——手造成的。[04:09]
I don't think this is how we'd want to be remembered, but this is basically what we've been doing to eastside communities for the last century.	我想,这并不是我们想要 被世人记住的方式, 但这基本就是我们上个世纪 针对东部城市建设的所作所为。[04:17]
The good news is, it doesn't have to be this way.	但好在,事情还有回旋的余地,[04:26]



We got ourselves into this eastside <b>dilemma</b> through bad design, and so we can get out of it with good design.	如果我们陷入这个 东部发展两难的局面 是因为一个糟糕的决定, 那么我们就可以通过一个 合理的设计, 摆脱这一局面。[04:29]
And I believe the first principle of good design is actually really simple: we have to start with the commitment to design for the benefit of everyone.	而且我相信, 一个好的设计, 其首要原则其实非常简单: 我们要从承诺为每个人的 利益考虑做起。[04:35]
So, remember the campfire <b>metaphor</b> .	大家还记得那个篝火比喻吗? [04:43]
If we want to benefit everyone, maybe we just <b>sit in</b> a <b>horseshoe</b> , so nobody gets the smoke in their face.	如果我们想惠及每一个人的话, 只要设计成马蹄形就好了。 这样就没有人会被烟熏到,[04:45]
I've got to make a note to the gentrifiers, because the point of this image is not to say you get to roll into eastside communities and just move people <b>out of the way</b> , because you don't.	我要给乡绅们提一提这个建议, 因为这幅图的意义, 不是说 你们现在要去城市的东边, 然后粗暴的将大家赶到别的地方去, 因为你不能这么做。[04:51]
<b>Collectively:</b> adv. 共同地, 全体地 <b>harms:</b> v.v. 损害(harm的第三人称单数形式) <b>artifact:</b> n. 人工制品; 手工艺品 <b>selves:</b> n. 自己, 自我(self的复数); 私心 <b>dilemma:</b> n. 困境; 进退两难; 两难论法 <b>metaphor:</b> n. 暗喻, 隐喻; 比喻说法 <b>sit in:</b> 列席, 旁听; 参加; 代理 <b>horseshoe:</b> vt. 装蹄铁于/n. 马蹄铁; U形物 <b>out of the way:</b> 偏僻的; 不同寻常的; 不挡道; 把...移开	
(Applause) But the point is, if you start with this first principle of <b>benefiting</b> everyone, then <b>elegant</b> solutions may become more obvious than you assume.	(掌声) 但关键在于, 如果你把所有人的利益当作处理一切事物的第一原则, 那么这些问题就会比你想象的更容易去解决。[05:01]
What are the elegant solutions to close this gap between Palo Alto and East Palo Alto in Silicon Valley?	那么有什么办法能够合理的 减小硅谷东西帕罗奥图 之间的 (贫富) 差距呢? [05:12]
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I've got to like the <b>odds</b> of starting with EPA [East Palo Alto].	我想可以先从东帕罗奥图 开始, 迎难而上。[05:19]
It's in the middle of Silicon Valley, the <b>epicenter</b> of <b>innovation</b> and wealth creation.	它位于硅谷的中部, 是创新和财富的 重中之重。[05:22]
If we can solve this problem anywhere, it ought to be here.	如果说要在哪个地方解决问题, 那么这里绝对是不二之选。[05:27]
And if we can solve the problems for EPA, we could apply those solutions to other eastside communities.	如果我们连东帕罗奥图的问题都解决了, 那么其它东部城市, 都可以参照这个方法。[05:31]
If you think about it, it's actually a massive investment opportunity and an opportunity to drive policy change and <b>philanthropy</b> .	如果你仔细考虑, 这其实 是个巨大的投资机会, 还能促进政策改革和慈善事业。[05:36]
But at the core, it's this fundamental design principle, this choice of whether we're going to decide to take care of everyone.	但其核心就在于 这个设计的根本原则, 我们是否决定照顾到每一个人。[05:46]
<b>benefiting:</b> n. 利益, 好处; 救济金/vt. 有益于, 对...有益/vi. 受益, 得益 <b>elegant:</b> adj. 高雅的, 优雅的; 讲究的; 简炼的; 简洁的 <b>odds:</b> n. 几率; 胜算; 不平等; 差别 <b>epicenter:</b> n. 震中; 中心 <b>innovation:</b> n. 创新, 革新; 新方法 <b>philanthropy:</b> n. 博爱, 慈善; 慈善事业	
And it's a choice we can make, loved ones.	这是我们能够做出的爱心决定。[05:55]
We've got the capital.	我们有了资金,[05:59]
We've got technology on our side, and it keeps getting better.	还有支持我们的技术, 而且这些技术日新月异。[06:01]
We've got some of the best <b>entrepreneurs</b> in the world in this building and in these communities right now.	在这栋大楼里, 在这些城市里, 我们能找到世界上最优秀的企业家。[06:04]
But the fundamental question is: What are we designing for?	但根本问题是: 我们是为谁设计? [06:11]
More haves and have-nots? More disparity?	是那 "无所不有" 还是 "一无所有" 的一边? 还是要继续扩大这个差距,[06:14]
Or parity, the choice to come together.	还是减小这个差距? 是时候让大家齐心协力了。[06:17]
Because the reality is, this is not the industrial era.	因为现实是, 工业时代 已经一去不复返。[06:22]
We don't live in the era of legal segregation.	我们再也不是生活在 种族隔离合法的年代了。[06:27]
So the <b>punchline</b> is, there is no wrong side of the tracks.	总而言之, 轨道两边不应该有贫富之分。[06:31]
And all I'm saying is, we should design our economy and our communities with that in mind.	我想说的只是, 我们在制定经济政策和设计城市时, 都要时刻铭记那个原则。[06:36]
Thank you.	谢谢。[06:43]
(Applause)	(掌声) [06:44]
<b>entrepreneurs:</b> n. 企业家(entrepreneur的复数) <b>punchline:</b> n. 结尾警句; 妙语如珠	