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Position paper

Vivant, E. 2009. How underground culture is changing Paris? Urban research & practise. Vol. 2, No. 1, p. 36- 52.

The article focuses on a shift in cultural politics in last three decades. The author explain how the importance of culture changed the public policy in a sense of supporting cultural activities within the city boarders, creating by that a new reputation and sense for city itself. As is pointed out, the cultural opportunities are nowadays one of the key factors in developing the urban area, in attracting investors and also new inhabitants. The creative class is an important part of society, same as yuppies, recently mostly defined through their cultural preferences.

As a new factor is described the role of OFF culture – culture without official ties to government or policy, and which often appears first in a place, which is alter changed into (for example) gentrified neighborhood.

Vivant describes the role of OFF culture in revitalization of Paris quarter The La Chapelle – Stalingrad. In the revitalization was important role played by concept of art in new areas – OFF culture in OFF places, which is strongly connected with the reconstruction and changed reputation of neighborhood. The OFF cultural events attracts newcomers to the quarter – it can turn the neighborhood into a place where OFF cultural public comes and stay. The image of the area is changing according to the cultural references.