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Imagineering Atlanta: The Making of Place in the City of Dreams

By Charles Rutheiser

Verso Books. Paperback. Book Condition: new. BRAND NEW, Imagineering Atlanta: The Making of Place in the City of Dreams, Charles Rutheiser, In the age of decentralization, instant communications, and the subordination of locality to the demands of a globalizing market, contemporary cities have taken on place-less or a-geographic characters. They have become phantasmagorical landscapes. Atlanta, argues Charles Rutheiser, is in many ways paradigmatic of this generic urbanism. As such, it provides a fertile ground for investigating the play of culture, power and place within a "non-place urban realm". Rutheiser uses the mobilization for the 1996 Olympics to talk about the uneven development of Atlanta's landscape. Like other cities lacking any natural advantages, Atlanta's reputation and built form have been regularly reconfigured by generations of entrepreneurs, politicians, journalists and assorted visionaries to create a service-oriented information city of global reach. Borrowing a term from Walt Disney, Rutheiser refers to these successive waves of organized and systematic promotion as linked, but not always well-coordinated acts of urban "imagineering". Focusing on the historic core of the metropolitan area, Rutheiser shows how Atlanta has long been both a test bed for federal urban renewal and a playground for private capital. The city provides an...



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