Mothering the post-industrial city: Family and gender in urban re-generation

van den Berg, M.A.

Citation for published version (APA):
### TABLE OF CONTENTS

#### INTRODUCTION
DEPARTING FROM THE INDUSTRIAL URBAN PAST

19

---

PART 1
FAMILY AND URBAN RE-GENERATION

43

△

CHAPTER I
REPERTOIRES: MOTHERING, PLANNING, ROTTERDAM

45

△△

CHAPTER II
RE-GENERATION AND URBAN GENDER BENDING

63

△△△

CHAPTER III
PRODUCING AND RESEARCHING PARENTING GUIDANCE

91

---

PART 2
LEARNING TO MOTHER

121

△

CHAPTER IV
TRANSLATIONS: FOOD, KNOWLEDGE AND SEX

123

△

CHAPTER V
TRANSACTIONS I: MEDIATING POLICY

159

△△

CHAPTER VI
TRANSACTIONS II: RITUALS OF REFLEXIVITY AND THE POST-INDUSTRIAL ECONOMY

193

△

CONCLUSION
GENERATIONS AS URBAN POLICY INSTRUMENTS

227

---

NOTES

242

REFERENCES

245

SUMMARY

261

NEDERLANDSE

SAMENVATTING

264
### INTRODUCTION

#### DEPARTING FROM THE INDUSTRIAL URBAN PAST

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Drinking espressos, playing in the sun</td>
</tr>
<tr>
<td>20</td>
<td>Mothers and children in urban policies</td>
</tr>
<tr>
<td>23</td>
<td>Urban Europe beyond the industrial past</td>
</tr>
<tr>
<td>24</td>
<td>Re-generation and genderfication</td>
</tr>
<tr>
<td>26</td>
<td>Mothering the post-industrial city: an elective affinity</td>
</tr>
<tr>
<td>28</td>
<td>The use of theory</td>
</tr>
<tr>
<td>34</td>
<td>Policy contingency</td>
</tr>
<tr>
<td>37</td>
<td>Rotterdam as a strategic case</td>
</tr>
<tr>
<td>39</td>
<td>Beyond ethnicity and race</td>
</tr>
<tr>
<td>40</td>
<td>A roadmap for the dissertation</td>
</tr>
</tbody>
</table>

### CHAPTER I

#### REPERTOIRES: MOTHERING, PLANNING, ROTTERDAM

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>Borrowed meanings: interpretative repertoires</td>
</tr>
<tr>
<td>47</td>
<td>Mothering work contested</td>
</tr>
<tr>
<td>47</td>
<td>Motherhood as ideology: Adrienne Rich</td>
</tr>
<tr>
<td>49</td>
<td>A new social order: modern motherhood</td>
</tr>
<tr>
<td>50</td>
<td>Socialising democratic subjects</td>
</tr>
<tr>
<td>52</td>
<td>Dutch motherhood ideologies and practices</td>
</tr>
<tr>
<td>55</td>
<td>Dutch paternalism – a tradition of planning</td>
</tr>
<tr>
<td>57</td>
<td>An urban tradition</td>
</tr>
<tr>
<td>58</td>
<td>Rotterdam: Repertoires of dystopian thinking, industrialism and masculinity</td>
</tr>
<tr>
<td>62</td>
<td>Activating repertoires</td>
</tr>
</tbody>
</table>

### CHAPTER II

#### RE-GENERATION AND URBAN GENDER BENDING

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>A reassuring story? From the modernist to the post-industrial</td>
</tr>
<tr>
<td>67</td>
<td>Departing from an industrial economy</td>
</tr>
<tr>
<td>68</td>
<td>Other ship-to-chip-cities: Marseille and Antwerp as entrepreneurs</td>
</tr>
<tr>
<td>70</td>
<td>Gender Bending Rotterdam: “La City ’08”</td>
</tr>
</tbody>
</table>
A masculine mythology: The muscleman
Rotterdam Entrepreneurial City “Rotterdam dares!”
The Festival “La City”: Aesthetics and Actions
Urban re-generation: City children and genderfied neighbourhoods
Shopping “selective out-migration” by “family friendly planning”
When child-density is and is not a problem
The gender subtext: genderfication
Producing space for gender-equal task sharing
Revanchist interventions – the other side
Revanchist interventions 1: “Youth” as a spatial problem
Revanchist interventions 2: the Intervention teams
Conclusion

CHAPTER III
PRODUCING AND RESEARCHING PARENTING GUIDANCE

Introduction: On the urban ground
Policy ambitions
Language and ambition
Urban re-generation
Responsibility
Target groups / conceptual slippages
Activity – active citizenship as mothering
Policy Practices: Bureau Frontlijn and Social Work
Bureau Frontlijn: Innovation vis-à-vis mainstream policy
The “Mother and Child Programme” and “Project Practice Counselling”
Social Work Rotterdam
Locations: Pendrecht, Feyenoord, Kralingen
Pendrecht
Feyenoord
Kralingen-West
Researching parenting guidance practices
On the ground: methods
In the room: participation, observation, experience
But which rooms? On case selection
CHAPTER IV

TRANSLATIONS:

FOOD, KNOWLEDGE AND SEX

The normal
Debating “the normal”
Governing the “normal”: governmentality
The normal and the pathological
Translations
Food
From Maslow to dinner tables
What “food” means in policy practices
Classed food, governing eating behaviour
Knowledge
Sex
Normal desire / desiring the “normal”
Sex and love
The sexual child
Heteronormative gay-acceptance
Sexual abnormalities as cultural phenomena
Producing “normal sex” through talk
Conclusion: the population, the family and messy practices

CHAPTER V

TRANSACTIONS I: MEDIATING POLICY

Transactions
In the room, in between
Being part of the transactions as a researcher
Policy practice and time
Mediating policy – beyond resistance
Strained transactions – resistance?
“Ways of operating”: mediations

Five mediations
  Joking
  Particularising
  Withdrawing
  Mirroring
  Decentring

Lethargy and sluggishness
  Doing nothing
Transactional sluggishness
Frustration
Chaos and the will to be equal
Policy execution – complex transactions

CHAPTER VI

TRANSACTIONS II: RITUALS OF REFLEXIVITY AND THE POST-INDUSTRIAL ECONOMY

Beyond conflict and government: ritual-like transactions
The common theme of reflection and communication
Ritual-like transactions
Producing subject-positions
Five ritual-like forms
Egalitarian talk
Negotiation
Debate
Evaluation
Observation
What the ritual-like forms produced: reflexive and communicative subject-positions
Reflexivity, communication and the post-industrial vocational ethic: an elective affinity
The post-industrial vocational ethic
Emotion management in parenting – emotional labour
Communicative subject-positions – communicative work
Reflexive subject-positions – reflexive autonomous work
Egalitarian authority and anti-authoritarianism
Anti-authoritarianism and “authoritative parenting”
Egalitarian authority

Feminisation: “Redundant masculinities” and the pink collar economy

Conclusion

CONCLUSION

GENERATIONS AS URBAN POLICY INSTRUMENTS

The sweet and sour of prospects

Policy as coproduction

Reflection, communication and a twenty-first century vocational ethic

Egalitarian paternalism

Feminising the urban? Gender as urban strategy

The “afterlife” of Industrial Rotterdam

NOTES

REFERENCES

SUMMARY

NEDERLANDSE SAMENVATTING