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

van den Berg, M.A.

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: https://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
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  REFERENCES  SUMMARY  NEDERLANDSE
242    245    261    SAMENVATTING
264
## Detailed Table of Contents

### Introduction

- Departing from the Industrial Urban Past
  - Drinking espressos, playing in the sun
  - Mothers and children in urban policies
  - Urban Europe beyond the industrial past
  - Re-generation and genderfication
  - Mothering the post-industrial city: an elective affinity
  - The use of theory
  - Policy contingency
  - Rotterdam as a strategic case
  - Beyond ethnicity and race
  - A roadmap for the dissertation

### Chapter I

**Repetoires: Mothering, Planning, Rotterdam**

- Borrowed meanings: interpretative repertoires
- Mothering work contested
- *Motherhood as ideology: Adrienne Rich*
- A new social order: modern motherhood
- Socialising democratic subjects
- Dutch motherhood ideologies and practices
- Dutch paternalism – a tradition of planning
- An urban tradition
- Rotterdam: Repertoires of dystopian thinking, industrialism and masculinity
- Activating repertoires

### Chapter II

**Re-generation and Urban Gender Bending**

- A reassuring story? From the modernist to the post-industrial
- Departing from an industrial economy
- *Other ship-to-chip-cities: Marseille and Antwerp as entrepreneurs*
- Gender Bending Rotterdam: “La City ’08”
CHAPTER III

PRODUCING AND RESEARCHING PARENTING GUIDANCE

92 Introduction: On the urban ground
93 Policy ambitions
93 Language and ambition
95 Urban re-generation
96 Responsibility
97 Target groups / conceptual slippages
98 Activity – active citizenship as mothering
101 Policy Practices: Bureau Frontlijn and Social Work
101 Bureau Frontlijn: Innovation vis-à-vis mainstream policy
103 The “Mother and Child Programme” and “Project Practice Counselling”
107 Social Work Rotterdam
112 Locations: Pendrecht, Feyenoord, Kralingen
112 Pendrecht
112 Feyenoord
113 Kralingen-West
113 Researching parenting guidance practices
113 On the ground: methods
115 In the room: participation, observation, experience
118 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?
164 “Ways of operating”: mediations
166 Five mediations
166 Joking
169 Particularising
170 Withdrawing
173 Mirroring
175 Decentring
176 Lethargy and sluggishness
176 Doing nothing
179 Transactional sluggishness
183 Frustration
184 Chaos and the will to be equal
189 Policy execution – complex transactions

CHAPTER VI

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

194 Beyond conflict and government: ritual-like transactions
194 The common theme of reflection and communication
196 Ritual-like transactions
197 Producing subject-positions
199 Five ritual-like forms
199 Egalitarian talk
201 Negotiation
203 Debate
205 Evaluation
207 Observation
209 What the ritual-like forms produced: reflexive and communicative subject-positions
210 Reflexivity, communication and the post-industrial vocational ethic: an elective affinity
212 The post-industrial vocational ethic
213 Emotion management in parenting – emotional labour
213 Communicative subject-positions – communicative work
214 Reflexive subject-positions – reflexive autonomous work
216 Egalitarian authority and anti-authoritarianism
216 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