# Table of Contents

## Introduction

**Departing from the Industrial Urban Past**

19

---

### Part 1

**Family and Urban Re-Generation**

43

#### Chapter I

Reertoires: 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
DETAILED TABLE OF CONTENTS

INTRODUCTION

DEPARTING FROM THE INDUSTRIAL URBAN PAST

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

CHAPTER I

REPERTOIRES: MOTHERING, PLANNING, ROTTERDAM

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

CHAPTER II

RE-GENERATION AND URBAN GENDER BENDING

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

124 The normal
124 Debating “the normal”
125 Governing the “normal”: governmentality
126 The normal and the pathological
127 Translations
128 Food
129 From Maslow to dinner tables
132 What “food” means in policy practices
137 Classed food, governing eating behaviour
138 Knowledge
142 Sex
143 Normal desire / desiring the “normal”
144 Sex and love
145 The sexual child
148 Heteronormative gay-acceptance
152 Sexual abnormalities as cultural phenomena
156 Producing “normal sex” through talk
157 Conclusion: the population, the family and messy practices

CHAPTER V
TRANSACTIONS I: MEDIATING POLICY

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

Five mediations

Joking

Particularising

Withdrawning

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