

BROWN BAG LECTURE

February 23, 2016 | 12.30 Uhr | A 624

Anke Hagemann

From Flagship Store to Factory: Tracing the Spaces of Transnational Clothing Production in Istanbul

The "Made in ..." label usually informs consumers of clothes about the country of export, but the numerous, concrete, tangible places that a product has passed through in the course of its manufacture, remain largely invisible. Likewise, the globalized networks of production and their specific nodes have not played a significant role in urban research so far – although industrial production for the world market is driving urbanization processes in newly industrialized countries across the globe. This presentation of an ongoing PhD project and an upcoming DFG-funded research at Habitat Unit will investigate, how clothing production shapes urban environments in and around Istanbul by tracing transnational production chains: from international fashion firm's representations to the sites of wholesale, clothing production and home-based work in the city's business districts, peripheral industrial areas, and working-class neighbourhoods.

Room A 624

Institute for Architecture, TU Berlin

Strasse des 17. Juni 152

10623 Berlin