**The City is Not a Brand:**
The Role of Culture, Commodification, and Symbolic Space in Kreuzberg, Berlin

How are fluid community identities created and leveraged in shared and changing spaces?
Community identity can be recognized as the collective of perceptions relating to spatial claim, institutional memory, and power within shared geographies. Both a personal and shared sense of community unites and divides neighborhoods over perceived values and futures. The narratives surrounding Kreuzberg’s history and rapidly changing current state lend credence to the relationship between identity and placemaking, and illustrate the complexities of facilitating and securing a right to the city in pluralistic communities faced with the threat of cultural commodification and displacement.

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**Defining Community Identity**

- **Housing & Displacement**
- **Rapid Gentrification & Cultural Tourism**
- **Immigration & Acculturation**
- **Heritage Preservation**

**Findings**

- There is a tension between the Kreuzberg residents identify with and the Kreuzberg that is being sold within and outside Berlin
- Existing culture is being commodified to market the area, in turn pushing out those who originally created it
- Neighborhood identity is complex; we are unreliable narrators and we often contradict ourselves
- Lack of communication and education about why change occurs in neighborhoods often leads to scapegoating

**Resistance**

**How do neighborhoods self-facilitate inclusive and pluralistic dialogue?**

Spaces that Facilitate Discussion & Connection
Community Driven Placemaking
Equal Rights & Opportunity

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