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## Different aspects of conserving authenticity of place in gentrified areas

: Investigation into Broadway market in London

With constant change in society and environment, the way of conserving built heritage and appreciating its authenticity is not static but dynamic. The significance of built heritage has been particularly dominated by economic power in the neoliberal era. Butler (1997) noted that seeking heritage values in urban areas can be a smokescreen for financial motives to sell a sense of history. Regarding this, downgraded old neighbourhoods have been reviewed as the potential for rebranding cities and gentrification strategy has spread to these areas in the name of urban revitalisation scheme.

Authenticity of place can be interpreted in different ways according to which aspects are focused on. In the case of considering tangible heritage, the authentic remains of the edifices tend to be better conserved as well as managed in the gentrification process. Meanwhile, intangible heritage values are often neglected by investment in image-based commodification, which eventually changes a relationship between the historic cultural landscape and old neighbours who have shaped a real meaning of built heritage connected with their memories and experiences. In this respect, the different aspects of authenticity of place trigger the conflicts between old neighbours and gentrifiers. Therefore, it is necessary to explore the different concepts of authenticity of place for a better understanding and identify the challenge of conserving authenticity in accordance with tangible and intangible form for historic continuity in gentrified areas.

Broadway market in Hackney – one of the traditional marketplaces in London used to function as a trading and social hub for everyday people with their intrinsic characteristics. However, since the leisureed-experience market was designed in the gentrification process, the authentic characters have been eroded in the changed relationship between Broadway market and the main users. Therefore, this paper will explore this gentrified marketplace – Broadway market in Hackney so as to evaluate authenticity of place in the gentrification process through architectural and sociocultural analysis.