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## A multitude of use-values

Is digital media informing current dynamics of production of public space?

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Cities have been considered by different commentators, from Manuel Castells and Saskia Sassen, Stephen Graham, Kazys Varnelis and Jeffrey Inaba, amongst others, as a social-technological formation resulting from an exchange network made of goods, services and people. Currently, urban spaces are not only to be considered as containers of the digital infrastructure which further allows – and accelerates- such flows of capital, but as the very product of those digital media leveraging such infrastructure: social networks, blogs, geo-location platforms and so on. Such media are crossbreeds of new productive relationship within space. Thus, while space facilitates a new specific value, new social functions arise. Those messages posted by individuals through social networks such as Facebook and Twitter, besides other online content platforms; render a rising mode of spatial production and consumption. This document's working hypothesis is that digital media plays a role in contemporary processes of spatial production, as those qualities 'performed' all over a resulting space should be equally rendered all over these media. If such a hypothesis is demonstrated, we can conclude that digital media must give a detailed account of any spatial production process, and more specifically of the multitude of 'use values' attached to space via crowdsourcing.

It is the aim of this document to introduce a rationale of spatial interpretation; leveraging a public space which qualities have been featured all over social media networks. Such public space is located in London. The data sets analyzed capture the volume of online conversations overtime related to the pop-up mall 'Boxpark shoreditch' located in southeast London.

**Keywords:** complex use value formation, political economy, digital content, space production, locational advantage.

### 1. Introduction

According to Historical Materialist theory, once nature is socialized via its intervention it becomes what commentators on the field usually name as a 'Second Nature' - abiding to Marx's definition (Marx, K. 2011), thus acquiring a set of particularities and possibilities which, from that



very moment, sets it apart from the non-intervened, non-human realm. Nowadays, as rampant urbanization grows, the boundaries between produced spaces and the untouched, remnant natural frontiers are blurring. Such an event points to a materiality starting from the conjunction of Nature-Society; from now on 'space', as common ground where a series of 'actants' contribute to a continuously unfolding struggle with either nature-building and/or social-building functions (Latour, B. (2002; Latour, 1992 P.285). This struggle, in turn, renders by means of each of its singularities 'the continuity and discontinuity of [the] historical development [of space]. (Santos, 1977 P. 4)

Such an account reveals a series of structural adjustments of the modes of production, which endow space with differential values. Geographer Milton Santos (Santos, 1977) contributes succinctly in the definition of these differentials both as a method of study and as a theory of space, as he embraces previous elaborations on Socio-Economic Formation - SEF- by Marx and Engels, centering his discourse on how such category of study might help understanding 'through their affiliation with a particular mode of production, the similarities among SEF's' reaching the point of 'defining the specificity of each formation, what distinguishes it from others, and, inside the SEF, the grasp of the particular as a scission of the whole, a moment of the whole reproduced in one of its fractions' (Santos, 1977 P. 4).

Considering the current moment of history in regards to the consolidation of a postindustrial economy, more specifically to the shift towards digital production, it results unavoidable to inquire how space - as socialized force of production - reacts to such structural adjustments, following Santos' elaborations. Geographer Erik Swyngedouw is illustrative in elaborating that these differentials are increasingly the product of a space/technology nexus which has the potential of trigger spatial reconfigurations as new productive technologies emerge (Swyngedouw, 1994). This insight, along with Latour's elaborations on the Nature-Society conjunction [6] as the result of scientific and technological innovation (Latour, 1992 P.281), helps us shedding light over the fact that any moment or any particularity of the development of a social formation in space will reveal both the complexities triggered by such a nexus and the value those complexities deliver.

As we refer to the complexities behind social space, more specifically to the value of specific formations, the concept of complex use-value formation lies at the core of this elaboration, as social functions seem, rather than mediated, increasingly defined by technological innovation. Complex use value formation in space, according to commentators on the subject, reveals the structural functioning of the mode of production under which they operate. According to Sociologist Christian Topalov, [7] urban space under capitalist mode of production can be catalogued as a 'multitude of private processes of spatial appropriation, each of them determined via the valuation rules pertaining to each of the particular capitals', which in turn are juxtaposed with a set of socialized forces of production and consumption, and with a capital on circulation (Topalov, 1976). What is commonly discussed by Topalov, Swyngedouw and other commentators such as Sociologist Edmond Preteceille (Preteceille, 1976) and Geographer David Harvey (Harvey, 1978) is that the formation of complex use values - and by extension socio economic formation, reflects a paradox within the capitalist mode of production by which the surplus value obtained by any capitalist from a locational effect has a positive correlation with the extent productive forces have been socialized, although spatial increases in productivity cannot come to effect unless the capitalist monopolizes- or 'internalizes', as mainstream economists may

say- the effects derived from geographic location; that is, from the particularities of the complex use-value formation. [8]

Now, in order to explore the theoretical effects of the advent of digital capitalism over the formation of complex use values in urban space, it is necessary to examine each of the material singularities involved in the process of enacting space as a socialized force of production, namely those determining production, circulation and consumption.

For the examination of each of these material categories, the following chart represents a social practice grid, which intends to give an account of the complex use value formation process. This is a development of a grid made by Harvey to represent social practice in the context of flexibilization of labor [9] (Harvey, 1990).

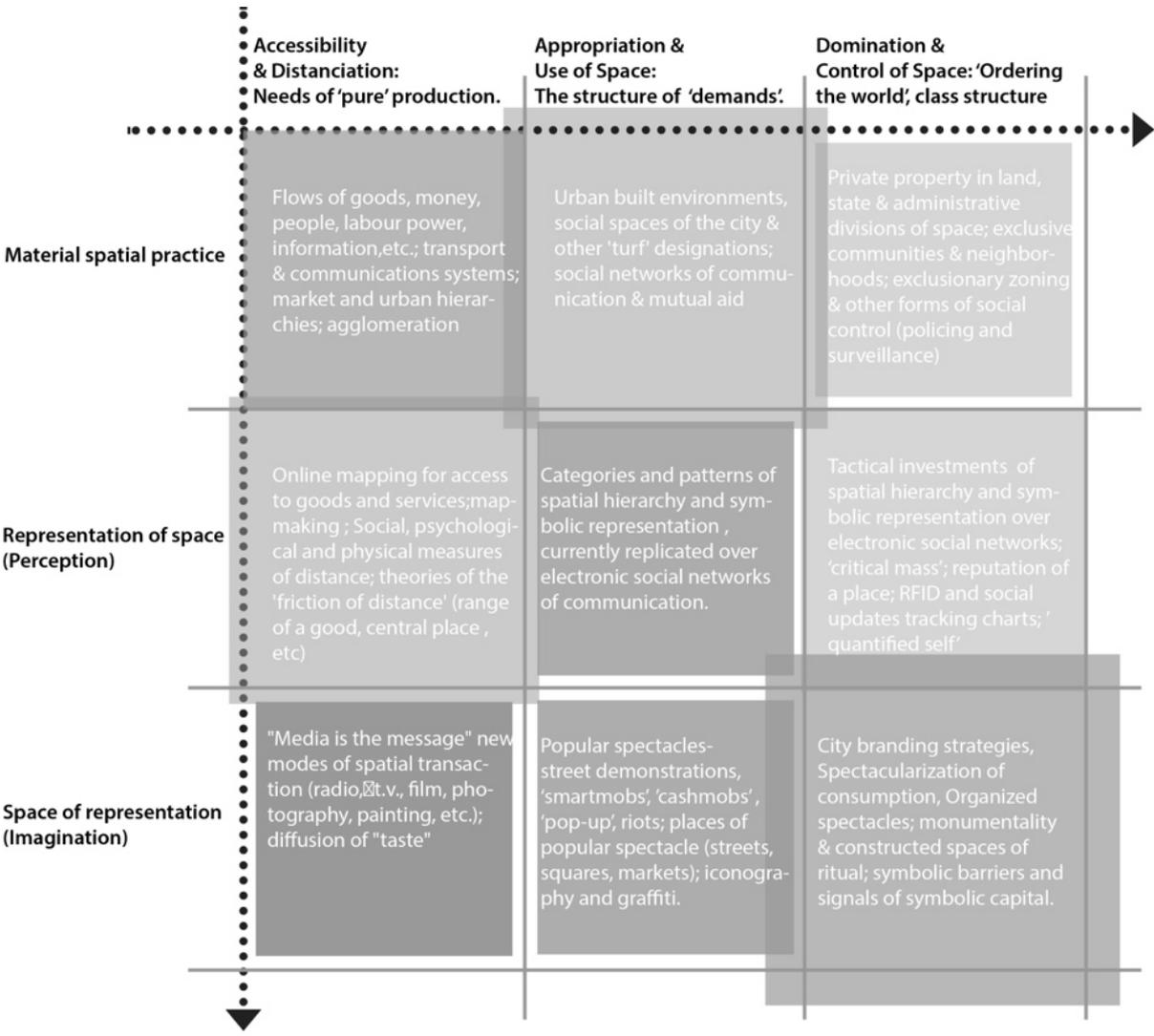


Figure 1. *Spatial practice: an account of complex use value formation.* Source: Barrios, 2013 according to Harvey, 1990

This graph can be conceived as an ‘update’ of Harvey’s observations in 1990. The goal of including this graph is of generating a map which allows for both the correct interpretation of sets of multiple processes folding through time and space that are imbued by technological innovation and for the account of a method to describe the current state of affairs of present dynamics of spatial formation resulting from the dialectic relationship of each of the categories described on it.

In order to correctly interpret this graph, it is necessary to attend his own explanation on the politics of representation of the diagram included, as follows:

### *Material spatial practice*

*refer to the physical and material flows, transfers, and inter-actions that occur in and across space in such a way as to assure production and social reproduction.*

### *Representations of space*

*Encompass all of the signs and significations, codes and knowledge, that allow such material practices to be talked about and understood, no matter whether in terms of everyday common sense or through the sometimes arcane jargon of the academic disciplines that deal with spatial practices (engineering, architecture, geography planning, social ecology, and the like)*

### *Spaces of representation*

*Are social inventions (codes, signs, and even material constructs such as symbolic spaces, particular built environments, paintings, museums and the like) that seek to generate new meanings or possibilities for spatial practices’*

*As he refers to the characterizations made by Lefebvre over the experienced, the perceived, and the imagined in regards to the Spatial practice, representations of space and representational spaces ( Lefebvre, 1991 P. 33), he continuously elaborates on the dialectic relationship of each of these conceptual categories of space, while adding the following:*

*‘Across the top of the grid I list three other aspects to spatial practice drawn from more conventional understandings:*

*Accessibility and distancing speak to the role of the "friction of distance" in human affairs. Distance is both a barrier to and a defense against human interaction. It imposes transaction costs upon any system of production and reproduction (particularly those based on any elaborate social division of labor, trade, and social differentiation of reproductive functions). Distancing is simply a measure of the degree to which the friction of space has been overcome to accommodate social interaction.*

*The appropriation of space examines the way in which space is used and occupied by individuals, classes, or other social groupings. Systematized and institutionalized appropriation may entail the production of territorially bounded forms of social solidarity.*

*The domination of space reflects how individuals or powerful groups dominate the organization and production of space so as to exercise a greater degree of control either over the friction of distance or over the manner in which space is appropriated by themselves or others.’ (Harvey, 1990 P.257-259).*



Now, I would like to give an account of the current status of the dynamics of formation of complex use values, which are impacted by the current shift from industrial to digital production. Each of these phenomena results from the spatial practice of a series of 'actants' within the demands of present ethics of capitalist production, and can be somewhat traced with the help of Figure 1.

## **2. The current state of affairs within the paradox of capitalist urbanisation**

As mentioned by Swyngedouw quoting Marx, both the products of intensification and extensification of the use of space are quantified by means of a) the labor mass behind the intensification of the use of space which has the potential of generating cooperative labor b) the codes, the modes and the networks of cooperation generated by such a mass once the potential of cooperative labor is activated through the necessary social and technological means c) the scale economies rendered by the concretion of labor in the necessary - physical and intangible-infrastructures and d) the reduction of the turnover time it takes for transactions to be made and, subsequently, for the capital to render surplus value (Swyngedouw, 1994. P. 426).

If this valences clearly seem to help describing the conformation of complex use values, its formation proves highly dependent of an 'organic component' which can be associated to social struggle - which, in turn, derives from the inner and external negotiations practiced by the labor mass behind. Social struggle is, thus, often regarded as a component 'slowing' its concretion, as noted by Swyngedouw on Preteceille's *La Planification Urbaine: Les contradictions de l'urbanisation capitaliste*. (Preteceille, 1976 in Swyngedouw, 1994. P. 427).

As mentioned by Marx (2006), Preteceille (1976), Topalov (1976) and Swyngedouw (1994), paradoxes such as a) the shrinking of time circulation of capital as a benefit reaped by capitalists derived from the formation of complex use values in urban land which is, on the contrary, usually slow-paced, most of the times organically generated, unpredictable, as they derive from a set of actions which are dependent from social struggle and b) the struggle for the monopolization of the effects derived from the formation of complex use values lead by capitalists, which in turn results in the robust circulation of productive knowledge within labor force, thus socializing the productive forces which enabled a specific geography to become a force of production in the first place via informing the negotiations within labor mass and those performed with the capitalists in quantitative (amount of transactions generated and network formation, among others) , and qualitative terms ( the content of the mentioned negotiations), introduce both specifically the discussion over complex use value formation into a dialectic mode where value-magnitudes such as time and capital experiment tensions exemplified in the context either of the contraction/expansion of surplus value turnover time or in the hoarding/sharing operations performed by the capitalists in regards to the efforts of internalization of the side-effects of cooperative labor. It is the working hypothesis of this document that labor mass performs a central role when it comes to evaluate the fluctuations of time and capital, taking into account that once social struggle via cooperative labor is assimilated as a productive force - meaning that is subject of internalization or monopolization - embodies a 'tactical' asset which ultimately may impact the rate of profit and/or turnover time positively.

In theory, societies shifting from industrial to digital economies have concentrated the technological infrastructure necessary to keep on shrinking the turnover time it takes for capital to circulate (Castells, 2000). As these value- magnitudes, in such a context, start keeping the pace of high-frequency operations demanded by the current trading instruments from the financial markets- with incentives of turnover time reduction and increased rate of profit via exposure to risk capital, it is assumed by this document that the mentioned tensions within time and capital in regards to complex use values formation are increasing, as such value-magnitudes under the rationale of fixed capital investments are subject to a slower turnover time and seemingly unattractive low rates of profit. Therefore, they seem to provoke a crisis within the formation of complex use values in urban land which will look for correction either by slowing down the circulation of capital and bringing down the profit rates via less exposure to risk operations, or by synchronizing those products of cooperative labor defining the formation of complex use values- the very products of social struggle- with the pace of high frequency trading.

Now, such a distortion within the formation of complex use values in urban land is magnified not only in the sense of its exposure to high frequency investment operations assisted by complex algorithms, but due to the inner complexities of current social struggle, taking into account that the amount of negotiations taking place in any of the geographies which abide to societies shifting from industrial to digital labor and increasing mobility- global cities (Sassen, 2001) increases hand in hand with the exponentially increasing division of labor (Swyngedouw, 1994). This specific development leads to unique processes of complex use value formation, which are unprecedented and unpredictable, yet remaining subject to the 'slow' dynamics of organic complex use value formation.

### **3. Spatial practice, Network formation and social struggle in the realm of productive consumption**

Social space is not only the medium where social struggle via different sets of actions is taking place, but the very materialization of these: a complex geography made of 'objects' which are the result of an equally complex network of events and interactions within labor mass itself and beyond, including the interactions with the capitalists and the state, each of those with different valences and scales: " social space contains a great diversity of objects, both natural and social, including the networks and pathways which facilitate the exchange of material things and information" (Lefebvre, 1991). Here, Lefebvre, who acknowledgedly leveraged Situationists ideas helping him recognizing the rich and unimaginable potential of existing alternatives to relate with space via the 'flaneur' experiments (Harvey, 2012), points out to the always variable, unpredictable yet highly valuable nature of the relationships within social space - more specifically, to the spatial practices supporting the network formation event- as part and parcel of the enabling process of space as a productive force.

In this specific regard, following Harvey's observations on Marx's analysis of the circulation of capital, Use values formation, and to a certain extent Complex Use values formation, couldn't be considered as a category for analysis within the study of the motion of capital - therefore, outside of the field of political economy- as far as these are dependent on the singularities necessarily attached to the sphere of private consumption, unless consumption becomes "the point of departure (production) and initiate the whole process anew:" (Harvey, 2012 P.38). Hence, once

social struggle and the diverse forms of its concretion, including the spatial practices supporting the network formation event, shifts towards the realm of productive consumption become not only vehicles of the definition of complex use values for the sake of urban consumption, but to the very production of those. Thus, grasping the characteristics of the spatial practices supporting the network formation event in regards to complex use value formation and, consequently, to the production of social space, should help us understanding how urban complex use values grow, how related scale economies are generated and how these use values circulate within the cycle of capital.

Now, regarding the spatial practices supporting the network formation event and subsequent complex use values formation in the context of circulation of capital, it is worth quoting Harvey for the effects of grasping what are the incentives for capital once the mentioned spatial practices and the subsequent network formation event make productive use of the digital infrastructure available in those locations currently facing the shift from industrial to digital production for such an end:

*'The coercive laws of competition also force new technologies and organizational forms to come on line all the time, since capitalists with higher productivity can out-compete those using inferior methods. Innovations define new wants and needs, and reduce the turnover time of capital and the friction of distance'* (Harvey, 2012 P.36)

This adds up to our previous enunciation on the incentives offered by the digital infrastructure - and digital production - to the circulation of capital, in terms not only of the positive reduction of the turnover time of capital, but to the positive reduction of 'distanciation', defined by Harvey as 'a measure of the degree to which the friction of space has been overcome to accommodate social interaction' (Harvey, 1990 P.259). This specific aspect is expanded by Latour by claiming that technologies are to be considered as true forms of mediation, by which time, space and actants unfold in a way that facilitates not only the mastery of a specific function, but as the 'amplification' of some characteristics that otherwise wouldn't belong to the realm of production or, as mentioned by Latour himself 'the mediation of technology experiments with what must be called being- as-another' (Latour, 2002 P.248-250). By borrowing this concept of sets of time, space and action series 'unfolding' in the process of productive consumption, seems not far to assert that technology - digital technology for the specific case of this paper- is able of rendering the complexities of network formation through social practice, and to a certain extent, the ones derived from social struggle.

#### **4. Prestige, spectacularization and inter-urban competition in the realm of productive consumption**

Commentators such as Pierre Bourdieu and Jean Baudrillard have pointed to a consumption phenomena which adds up to the set of variables behind socio economic formations, endowing them with value as they make part of processes of productive consumption: symbolic capital formation (Bourdieu,1977) and symbolic exchange value (Baudrillard,1981). Regarding both concepts, routines of consumption have traditionally been subject of fetishization and reification, as these embody the potential of further capital creation in the sense that the continuous appropriation of objects ordered in space develops aesthetic patterns which positively influence its productive character and, therefore, its value over time.

In this regards, Harvey confer to these variables not only the potential of defining a characteristic 'taste' of a specific social formation - namely social class, but of the consolidation of territorial exchanges which can impact the 'friction of distance' value magnitude and, therefore, define accessibility, appropriation and command of social space itself and of its surplus value turnover (Harvey,1990). As this observation is documented, it brings to the forefront two facts: a) the role of consumption- no matter if direct or vicarious- is reinforced as a driver in the realm of productive consumption as labor flexibilization settles and, therefore, makes part of the process of circulation of capital and b) as this variation of consumption makes part of the considered variables- now vicarious consumption gets integrated, we should start considering one more dialectic relationship which unfolds once a complex use value formation takes place: the existing tension between the prestige attached to (conspicuous) consumption and the functionality it delivers or, as put by Baudrillard, the ambivalence sign exchange value /use value; that for him is at the core of capital circulation as 'in our societies, this ambivalence most often results on the level of each object' (Baudrillard,1981 P. 33).

As the sign exchange value / use value tension finds its way within the complex use-value formation process - as it is representative of the needs of the mode of production and of the demands of the social formation, the magnitude-values considered in regards to this formation - capital, time, actants within social struggle, their networks - should then give an account not only of the 'totality of functions which a social formation is called on to realize' (Santos, 1977 P.6) as these would constitute 'not more than a practical guarantee (or even a rationalization pure and simple)' (Baudrillard,1981 P.29), but the degree to which each of the given functions in space are endowed with a dimension of social hierarchy, of prestige; besides an account of how these redistribute over space in regards to its functional or symbolic effects, a semiology of spatial practice.

Now, this development has a direct relation with the spectacularization of productive consumption (Harvey,1990 P.265) and to a certain extent, to the incentivization of the inter-urban competition.

Regarding the former, it is worth noting that in a context of demand catered with 'differential' consumption the access, appropriation and command of each of the complex use-values deployed in space drives the socialization of the surplus value derived from a political economy of prestige. Similarly, as in the paradox of capitalist urbanization previously described, the struggle for the monopolization of the effects of a 'political economy of reputation' are faced with a paradox where value magnitudes such as time and capital are confronted with the decision of hoarding or sharing the effects of reputation of a locale in order to diminish or prolong the turnover time of the circulation of capital. Notoriously, Harvey observes the consolidation of the architecture of the 'ephemeral, of display and of transitory but participatory pleasure' as he refers to the 'mobilization of spectacle' (Harvey, 1990 P.265). The ephemeral materialization of events for productive consumption, including expressions such as pop-up architecture and urbanism, cashmobs, smartmobs, complementary to the exclusive, secure shopping malls make a proxy of the appropriation of space and of its domination as an expression of this paradox, where either the reduction of time circulation is addressed by the implementation of 'tactical' architecture and urbanism or the effects of long-built reputation are reaped by gentrifier actants in urban space, both leading to turnover time reduction, less maintenance investment and the intensification of the use of space, ultimately.

In regards to the inter-urban competition, should be said that the process previously described frames a ‘moment’ within the formation of a particular complex use value in a specific urban space which, most probably, takes place in several locations at the same time: ‘Now, diachronism is at the root of spatial evolution, but the fact that the variables act synchronically- that is, in an arranged order inside a true organization--assures the continuity of space (Santos, 1977 P.6). This mentioned continuity of space leads to the formation of ‘differential’ productive capacities, which are ‘continuously eroded away in one place and recreated elsewhere’ (Swyngedouw, 1994 P.). As this development takes place, capitalism keeps on looking for marks of distinction, hence the increasing shift from urban planning into city marketing and, more specifically, into city branding efforts which reveal the ‘paradigmatic shift from output-oriented and price competition to a mode of competition that seems to be organized around image and reputation, or towards communication and acceptance [30] (Piwinger and Zerfaß, 2008 and Buß, 2008 in Knierbein et al, 2010 P. 15).

These mentioned developments suppose, from the perspective of productive consumption supported in an economy shaped by image, another -if not the most influential- incentive in the set of alternatives available for the integration of digital production infrastructure in the dynamics of complex use value formation. If so far the discussion has been centered over the capacity of digital infrastructure and trade to reduce the turnover time of capital and of digital content generation to render the width and breadth of social struggle behind the formation of complex use value to a certain extent, the degree to which actants enjoy more or less an acceptance rate- by this meaning reputation building, and this acceptance degree is socialized, allows capital to look after certain complex use value formations that in quantitative and qualitative terms have the possibilities of reducing turnover time of capital while increasing the return rate.

## 5. Case study: Boxpark Shoreditch, a pop up shopping mall in South East London



Figure 2. Pop up mall Boxpark Shoreditch, made out of used containers and located in one of the most ambitious redevelopment plans in London (Source: architecturaldialogue.net)

Our case study is a temporary shopping mall which has been deemed as a ‘new retail concept and the world’s first contemporary pop-up retail mall designed to provide small-scale, flexible shop units created from recycled metal shipping containers.’[31]( CMA Planning, 2011 P.11). It is

localized in Shoreditch, a borough located in Hackney, South East London; it occupies part of a plot that was used at first as a passenger terminus and, immediately after demand of goods warehousing picked in the industrious area, turned into a goods station named as Bishopsgate Goods Depot [32](CMA Planning, 2011 P.6). After heavy use and abandonment, developments including the localization of ICT offices nearby, the opening of small, independent shops, the consolidation of households between the 20-39 years old [33], a growing mixed use vocation in the area and the recent investor-friendly redevelopment plan promoted by the borough of Hackney which includes the refurbishing of the Bishopsgate Goods Yard and the recent opening of the Shoreditch metro station on the spot, are among the notorious drivers behind the development of this temporary locale.

## **6. Study Method: arriving into metrics of spatial practice through qualitative and quantitative means of analysis**

Now, it seems proper to ask how to break down the variables and codes of production over digital content networks in order to analyze its role in the specific formation of complex use values while rendering their inner complexity, if it is the case that evidence ends pointing out to its incidence in the mentioned formation process.

As noted before, these are function of the turnover rate increase and/or turnover time reduction. In regards to these 'scale economies', factors framing the particularities surrounding our case study are: a) a mode of production incentivizing the flexibilization of both labor and fixed capital; b) an efficiency oriented, investor-friendly planning policy; c) an 'entrepreneurial' ethic of the local administration and d) a downplayed 'brownfield' located in an area of burgeoning activity; clearly contribute to achieving the mentioned scale economies without the intervention of any further means of production. However, what is important to note here is that, if true all of these conditions play an important role for the consolidation of particular complex use values, it is the hypothesis of this paper that quantitative and qualitative data on the consolidation of a 'reputation economy' will positively impact the circulation of capital by a) helping socialize the surplus value generated via locational effects and b) by either diminishing the circulation time or increasing turnover rate.

In regards to this mentioned 'reputation economy', Sociologist Eugen Buß (2009) elaborates on his theory that increasing complexities pertaining to decisions of productive consumption among citizens or consumers lead to a moment of decision making where struggles related to the definition of a commodity use-value, including the organizational values of the capital and the labor behind the production of such commodities and the problem-solving capacities of that organization make a difference over their informed choices. Such a decision making process, argues Buß, is informed by processes of image/ identity building which, in turn, result in the overall reputation of the commodity, the capital, the actants and the networks behind.[34]

Such an insight will inform the metrics built to test the main hypothesis of this paper: digital media is able of informing current modes of complex use value formation and, therefore, locational advantage and spatial production, ultimately.

Some metrics to take into account are:



- The number of functions or use-values mentioned overtime by the audiences of social media outlets, leading to acknowledge either new functions or variations of such functions overtime;
- The timelapse each of the use values detected are mentioned overtime; as this should represent a 'habitus' formation (Bordieu, 1976 in Harvey, 1990);
- The tone of the content generated in regards to each of the use values detected overtime, for effects of critical mass accumulation and reputation building;
- The network formation capacity of each of these use-values overtime: how use values are embedded into a complex formation overtime;

These, taking the content found on each of the observations as a proxy, will deliver an indicator on the status of the complex use values formation and of the distance among the use values' particular moment.

insert here graph of network analysis and comment how relationships among actants are measured

To arrive into these metrics, a total of 5841 relevant observations on the case study were collected and analyzed. These observations are made of relevant publicly available data parsed from Twitter and Facebook on October 2012 and April 2013. To arrive into the observations' tone analysis, a stratified random walk with a 10% error margin has been applied to the pool in order to obtain a statistically sound sample. As for the network formation analysis, algorithms for statistical calculation on random clustering and communities formation were applied.

It is worth commenting that Facebook data ( n=602) has been deemed as not useful for the purposes of this research, as once these data was examined it has been found that less than 2% of it was made of opinionated content; meaning by this online users' opinions on particular functions performed over space. The data collected has been generated on October 2012 and April 2013. The data has been organized in monthly periods in order to determine the theoretical changes or patterns in the structure of the general online representation of use values and of the complex use value formation process.

## 7. Results

The following are the key terms associated with use values and/or social functions which made part of online conversations held by individuals during the timelapse mentioned. For the objectives of this research, a specific topic that is repeatedly mentioned online is considered as a 'actant', a unit with definite possibilities of merging with others which, in turn, may derive into new capacities [35] (DeLanda, 2006). That is, new use values / social functions.

In this regard, each of the keywords listed have to do with use values/social functions, which represent an actant endowed with association capacities. These were mined from the retrieved data sets, following a protocol of statistical classification and analyzed.

Analyzed period	Keywords
Oct. 2012	Performance, Streetfest, Shopping, Exhibition, Oxjam, London, Amsterdam, art ,party, shipyards, playing, fashion, sexual, painting, video, lunch, work
Apr. 2013	HighstreetFW, acousticafternoon, Shop,Unit, Nails, sale, roof, London, castles, squattersden, boutique, party, art, acoustic, music , print, street, show, marshmallow, performing, photo, tea, hfsw, streetfest, beer, gallery.

Table 1. *Keywords on themes related to social functions, as mined from online content*

As these sets of words derive from the actual statements published by people on Twitter, these were orderly put preserving the context given to each of them by ‘themes’, thus making keytags’ clusters which will make easier to visualize their behavior overtime, if they mingle with each other and when. These resulted in sets of identifiable leisure activities- these belonging to a series of live music events and live art performances; besides references to shopping, some ‘branded’ events, and to the omnipresent reference to London among others.

Once the overtime graphs were analyzed, it has been found that the themes music and art performances are predominant activities in each of the periods analyzed; followed by shopping related activities. According to charts 1 and 2, these themes altogether accounted for a share of the online mentions at 69% and 41%, respectively (See charts 1 and 2). Notoriously, the live music and art performance themes may mingle or not depending on the nature of the events mentioned online. For the October 2012 period, continued mentions of streetfest, a specific event mixing live art and music performances may well explain the interaction of these themes. As for the April 2013 period, the mentions of other events related to the music and art performance themes made such an interaction less evident (see charts 3 and 4)

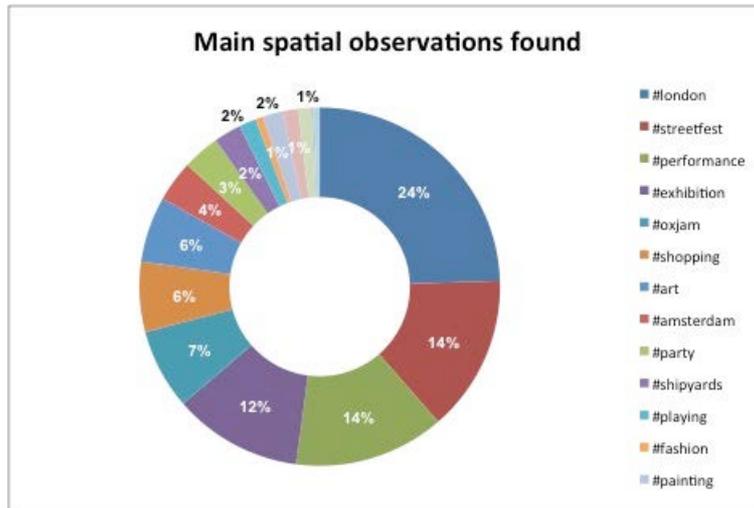


Chart 1. *Online Share of Voice on themes related to social functions, as mined from online content from the October 2012 period.*

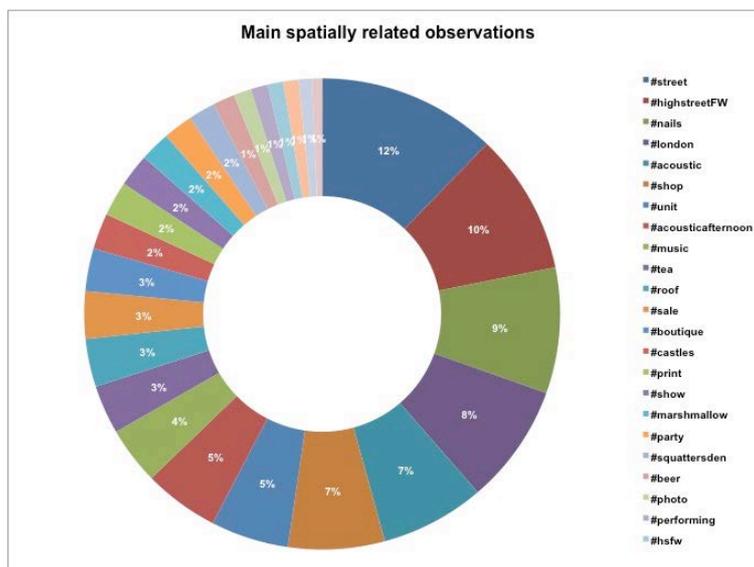


Chart 2. *Online Share of Voice on themes related to social functions, as mined from online content from the April 2013 period.*

As the mentioned themes interact, seems that mentions of activities grouped under the shopping theme pick up (see Charts 3 and 4). If it remains yet unclear what are the politics of such an interaction, this activity points to the ‘spectacularization’ of productive consumption theorized by Harvey (Harvey, 1990), mentioned earlier in this article. This apparently remains true not only for the ephemeral, transient materialization of the art and music performances activities, but to the very core of the productive consumption activity, which per se has now turned into a temporary experience, as it happens in an environment which is temporarily materialized for such ends.

As further data analysis is carried on, it is evidenced that most of the content lacks of an opinionated tone, hence rendering the social struggle inherent to a specific complex use value formation to a lesser extent when compared to the mention of activities with informative purposes (See Charts 5 and 6). However, as content tone analysis suggests, most of the collected reactions made by online commentators on each of the activities performed over space are

favorable to them. If yet remains to determine how and when opinionated online conversations contribute to the consolidation of a critical mass in regards to the complex use value formation process, this finding reinforces the existence of a ‘spectacularization’ of productive consumption, as those activities favored by the audience all over twitter had to do especially with art and music performances. It can be argued that those positive opinions regarding a social function performed in space (as these events presumably are) add up to the reputation of Boxpark, of the Shoreditch area and, to a certain extent, of London. (See content analyzed from newsletters)

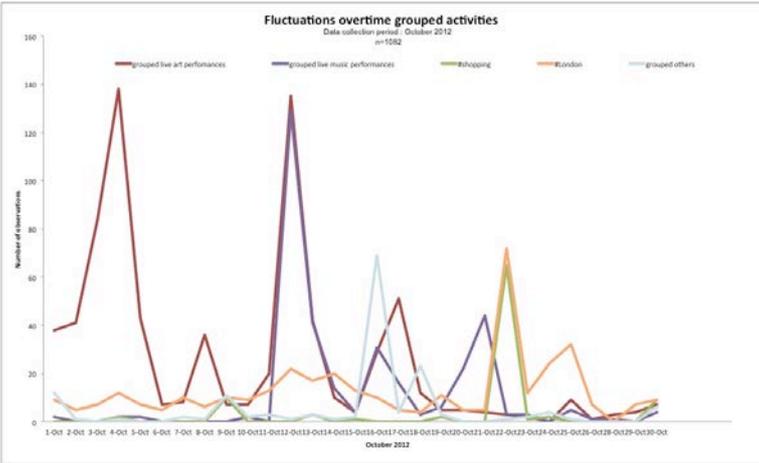


Chart 3. *Fluctuations overtime of volume of conversations on themes related to social functions, as mined from online content form the October 2012 period.*

Once further analysis on the content is applied in regards to the statistical probabilities of networking that the mined content has, it has been found that each of the temporary events taking place at boxpark shoreditch that have built a reputation by themselves ( e.g. Streetfest and High Street Fashion Week, for the periods of October 2012 and April 2013, successively) visibly contribute to the process of complex use value formation behind. This assertion finds ground in the sense that those activities which a) received most of the mentions online, b) were mostly regarded with positive tone by online commentators and c) displayed stronger networking capacity in terms of number of activities related and the weight of their interactions, are related to the events mentioned earlier ( See charts 7 and 8).These events are not only driven by an organizational effort with different actors and interests, but are complex values per se with an image, a reputation, a discourse.

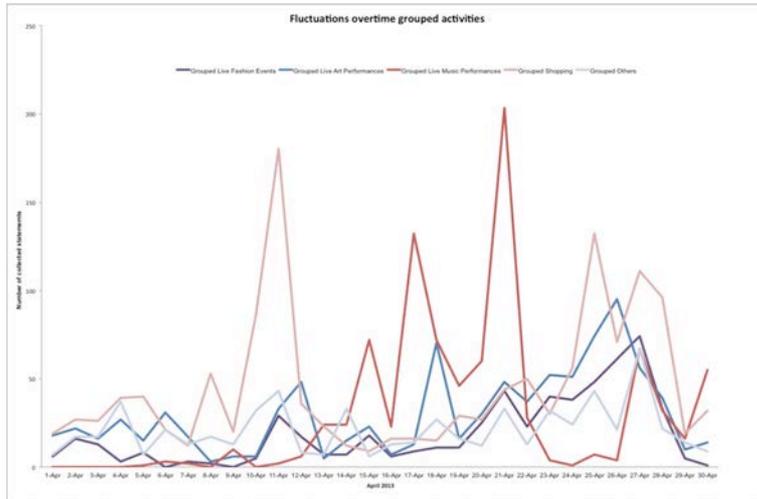


Chart 4. Fluctuations overtime of volume of conversations on themes related to social functions, as mined from online content form the October 2012 period.

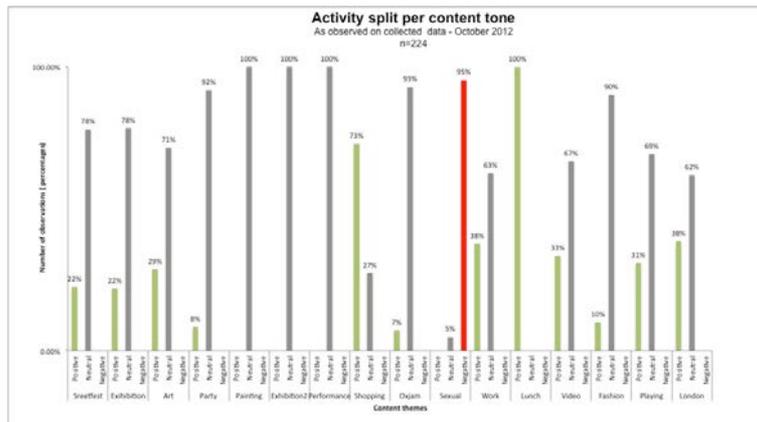


Chart 5. Tone analysis of conversations on themes related to social functions, as mined from online content form the October 2012 period.

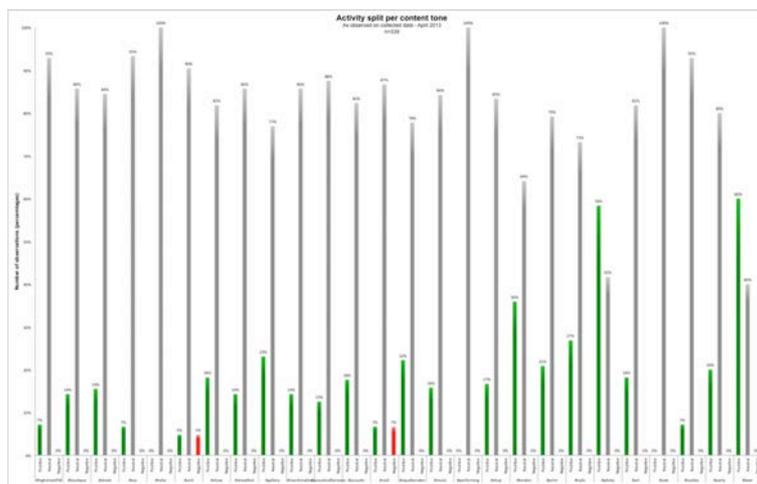


Chart 6. Tone analysis of conversations on themes related to social functions, as mined from online content form the April 2013 period.



resource to manage in this emerging spatial/technology nexus: In regards to capital, as the demand is to minimize its exposure to fix investments, this has to materialize on temporary infrastructure (buildings, spatial settings, etc), thus maximizing the turnover rate. Productive time allocation is eased by mobile communication technologies, as we can work from any location we choose, while we can keep up with changes in the spatial sphere in regards to any novelties on those commoditized environments we are used to enjoy. Quality time is spent with the help of same technologies as we follow reviews, video and photos on exciting, new complex use value formations that have a 'creative' edge, being shared on online media.

We increasingly delegate rational choice to the wisdom of the crowd. In this specific regard, online content exchanged on blogs, social media and so on is a means by which we establish contingently obligatory material relationships with others [36] (see DeLanda, 2006 P.11-12) - just as currency. Indeed, digital content, with a degree of limitation in acknowledging the social struggle inherent to a complex use value formation, can be considered as a means to command spatial production, as online social networks are increasingly becoming not only digital containers of those activities defining the 'optimal' use of space, but means to quantify the image of a place via the reputation of the use values it holds.

Indeed, the tone of an online review of a use value can arguably determine the pace and the success of a complex use value formation, which will determine competitive advantage, ultimately. This theoretical development poses a challenge to the traditional roles of city planners and developers, who will have not only to start interpreting the structure of demands of productive consumption behind the logic of online content distribution in terms of temporary use regulation, taxation, availability, capacity and so on; but to start synchronizing with the contemporary demands of city branding behind contemporary processes of complex use value formation, including events organization.

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