Contents

Acknowledgments vii

Introduction 1

1 Ideologies of Consumption and the Business of Shopping Malls in Puerto Rico 21

2 Authenticity and Space in Puerto Rico’s Culture-Based Informal Economy 48

3 The Battle for Cultural Equity in the Global Arts Capital of the World 73

4 The Trials of Building a National Museum of the American Latino 94

5 Through Commerce, for Community: Miguel Luciano’s Nuyorican Interventions 112

6 Tango Tourism and the Political Economy of Space 135

7 Urban/Creative Expats: Outsourcing Lives in Buenos Aires 164

Conclusion: The Cultural Politics of Neoliberalism 189

Notes 201

References 207

Index 221

About the Author 232