

EDITOR'S WORDS

In May 2012 São Paulo held the Third International Seminar on City, Commerce and Consumption, organized by the Commerce and Consumption Study Nucleus (NECC), which involves researchers from three Brazilian universities, which are: Universidade Estadual Paulista (UNESP/Rio Claro campus, SP), the Universidade Federal de Pelotas (UFPel, RS) and the Universidade Federal de São Carlos (UFSCar/Sorocaba campus, SP) under our coordination.

The seminar was entitled *Mutations in the Commercial and Service Spaces and Consumption in Contemporary Society*. At that time and after the exhibition, we selected some texts for publication. This is a lengthy process, which exceeded our expectations on the publication date. But the final result is this issue of *Revista Cidades*, bringing the considerations of geographers from different countries on a topic that, in Geography, has drawn more attention in recent years.

It should be noted that to facilitate the communication during the presentation of the works, each exhibitor could present in their preferred language (Portuguese, French, English or Spanish); however the written text was restricted to Spanish or English, scientific communication languages. Written texts were delivered to the seminar in advance so that all subscribers had access to it by digital means, thus the texts of this issue of the magazine are in English or Spanish.

The sequence of texts presented here does not follow the sequence of the presentations, but the articles are gathered by issues with some proximity.

A first group, composed of five articles, presents reflections with different theoretical trends for understanding commerce and consumption in the Geography context. Teresa Barata Salgueiro (Universidade de Lisbon) highlights the central area of Lisbon to discuss divergent theories - resilience and critical Geography. The article of my work (Universidade Estadual Paulista) particularly highlights the importance of critical Geography for the commercial space understanding. Herculano Cachinho (Universidade de Lisboa) discusses a theory of consumer culture, emphasizing the importance of the landscape perception for the consumer

and the role it plays in the quotidian life. Phillipe Dougot and Brice Naverau (Université de Toulouse) placed on the agenda the urban planning in relation to commerce, discussing the French case. And Maria Laura Silveira (CONICET / Argentina) replaces and extends the proposal of Milton Santos discussing the theory of the two circuits.

A second group of articles, numerically impressive - eight, gave prominence to commercial forms, linking them to the treatment of consumption in specific locations. In this group we have contributions of different theoretical approaches that reveal results of studies located in the Mediterranean areas (Naples and Barcelona) as well as in Latin America (Mexico and Brazil). Libera D'Alessandro and Lida Viganoni (Università degli Studi di Napoli – L'Orientale) analyzed the Chiaia neighborhood (central area of Naples), focused on luxury consumption and entertainment, showing the new conflicts in consumer practices in public and private spaces. Fabio Amato and Rosario Somella (Università degli Studi di Napoli – L'Orientale)) discuss the attractiveness of shopping malls in suburban areas of Naples, connected by highway. And Rosario Somella (Università degli Studi di Napoli – L'Orientale)) gives an overview of changes in cities of southern Europe in relation to consumption, highlighting the forms of polarization, but also the socio-spatial insecurity. Sidney Gonçalves Vieira (Universidade Federal de Pelotas, Brazil), however, highlights the maintenance of public markets in European cities, especially focusing on the case of Barcelona, with a historical production of commercial space. Following, two works address the same commercial way with different approaches: Ana Alice de Oliveira Vieira (PPGG-UNESP / RC) deals with the resistance of the Central Public Market in the São Paulo metropolis, assessing the passage of the consumption space to the consumption of the space; and Jose Gasca Zamora (Universidad Nacional Autonoma de México), the food commerce in Mexican cities, pointing out the problems of this fundamental supply before the withdrawal of the State relating to regulation of product distribution. The last two articles of this group puts exchange form situations that are in opposition, which

are: Carlos Henrique Costa da Silva (UFSCar / Sorocaba, SP, BR) discussing the implementation of luxury Shopping Malls in São Paulo, while Tatiane Maria Pinto de Godoy (Universidade Federal de São João del Rey, MG, BR) performs a critical analysis of commerce and consumption within the Solidary Economy.

In the third group are the works targeted to commerce from walking around the city and the party in the city. Carlos Balsas (University at Albany) is concerned to point out problems in the intensity of the commerce on main streets and urban centers, considering that commerce plays an important role in promoting a culture contrary to emptying the streets. Carmen Lucia Costa (Universidade Federal de Goiás/Catalão) shows the festive practices within the reproduction of space and which are in commodification routes, revealing the capture of the space/time of the quotidian. Magno de Lara Madeira Filho (PPGG-UNESP / RC) presenting the rodeo fest space, in the countryside of the São Paulo state, shows its transformation into a simulacrum of a hollywoodian imaginary whose goal is the hypermodern consumption.

Finally, we received an extra text on consumption, which also comes from the Mediterranean area, more precisely Sicily, IT. The authors were not present at the seminar, but left registered the subject of their research, which we consider relevant to disclose among researchers of the subject.

On behalf of Revista Cidades I wish you all a good reading.

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