PART V

Be Yourself Out There: Inhabiting Barcelona for the Global Market

This last part of the book moves beyond the discourses of government and its strategies and demands on the citizen to behave as a neoliberal subject. It continues to be concerned with the production of neoliberal subjectivity in the creative city, but from the point of view of the brand’s performance. In what follows and through a focus on film and sport we observe how the Barcelona global cultural image conditions, in concrete cultural examples, configurations of subjectivity. The purpose of these incursions is to see the Barcelona brand performing “out there,” by mobilizing neoliberal fantasies of subject construction and transformation.