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## Glocal Clubbing: The Temporary Re-appropriation of Zones in a Neoliberal Environment

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The development of the 'floating' club night was a way of extending the reach of a locally fixed urban dance event to other UK cities and to venues abroad. These events were part of a developing 'super club' (Pemberton, 1995) culture industry, and a distinct leisure practice within the night-time economy aimed at a youth consumer market. For example, *Ministry of Sound* in London had club-nights in Bangkok (2001 - 2003) and Singapore (2005). This paper explores the layout of what I call the 'official club space' and the organisation of its zones in the creation of the dance event as a controlled site. The internal architecture of these licensed venues had to cater for both the health and safety of participants and the elements of commercial exploitation within the club-night. This included the regulation of lighting and noise levels, the selling of water, alcohol and occasionally food, and other event related merchandise such as t-shirts to a capacity that ranged between 1,500 to 2,500 attendees.

For the purpose of this analysis, I examine how 'clubbers' (Thornton, 1995) attending urban dance events negotiate the zones of the club environment within the cultural milieu of late capitalism. This draws from the accounts of clubbers who recall their youthful re-appropriations of areas in the club space in the late 1990s to the early 2000s, together with a number of participant observations conducted between 2012 and 2015 in the UK and Holland, and finally a compilation of virtual ethnographies in China, Thailand and Singapore. Using the German initiative known as *CLR (Create Learn Realize, 2010 - present)*, the re-booted British creations called *Gatecrasher (2014)* and *PaSSion (2015)*, and some Asia Pacific club examples, *The Shelter (2015, Shanghai)*, *Glow (2015, Bangkok)* and *Canvas (2015, Singapore)*, I will argue that the micro activities of individuals within these events continue to intersect and conflict with the neoliberal framework of a 'global' club culture based on the twin rationales of profit and social control.

Keywords: Glocal Clubbing, neoliberalism, dance event, clubbers, zones, consumption