GLOBALIZATION, OR WHAT?



Cabo San Lucas, Bahia California

Family vacation this week.

Some of the concrete building reminds me of southern Europe – the rebar sticking up ready for the second storey when the owners have enough money. But what of the small neighborhood stores here that are the same as those I knew so well in Greece? The same arrangement of goods on a shelf, the same kind of layout of shelving. The same shopping experience. Yet hardly two similar cultures.

I think we are only just beginning to get to grips with this kind of materiality of cultural experience.



Thessaloniki

Or am I finding a need for interpretation and understanding where there is none, because this similarity across cultural distance is simply about a convergence of design that grows from a similar niche market?