Description: What makes a place stand out in the social imaginary? While place making, “mapping the invisible landscape,” is a collective act, neither demographics nor history nor trauma are sufficient to explain why some otherwise unremarkable regions acquire a widely shared fascination that makes them become socially emblematic. Instead, what happens is that meaning-loaded cultural vectors provoke external actors, who in turn activate local entrepreneurs, and it is this combination of outsider attention and insider innovation that inscribes a place as a cultural object. The Mississippi Delta demonstrates this process.

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