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City of Cholera, City of Poverty: Inventing 'The Social' in the Nineteenth Century London

This presentation proves the change of 'the social' through comparison between the two maps in the nineteenth century London. In nineteenth century, the way to represent the 'city' distinctively changed by using maps. A doctor, John Snow made the 'cholera map' to settle the people died in cholera on the map of London, while a shipbuilding company owner, Charles Booth classified London people into eight classes by his 'poverty map'. These maps are called the 'social map'. Both Snow and Booth committed themselves to the movement of social reformism. They utilized the map as a tool of social improvement. However, their efforts ironically visualized a kind of 'no-go area' in the city and consequently highlighted the class friction. In this sense, their projects have to be critically addressed as a labeling the social deviancy.