Retail and place have always been in a dynamic interrelation throughout the history. However particularly in the last three decades there have been some radical shifts in the outcomes of this interrelationship. The spatial formation of stores, shopping streets, malls, and in turn, cities have dramatically changed. These contemporary shifts, formations and transformations in the retail geographies have found also their reflection in the related academic literature. However the main empirical focus has been mostly on the "spectacular" new shopping environments, such as upmarket high streets, newer shopping malls, and flagship stores, and there is little literature on current situations in "other" retail geographies, particularly in local high streets.

This study sheds light on shopping activities on local high streets, how these performances co-construct the streets, and in what meaningful ways local streets become integral elements of wider urban retail context. It contributes specifically to the theoretical discussion in cultural turn within retail geography on the interplay between consumers and retail places. While doing this, the study engages with "practice theory", which supplies a profound conceptual framework for analyzing people’s everyday routines. The major method employed in the study is video-ethnography, due to its capability to synchronically appreciate shopping activities, shoppers’ reflections, the sensomaterial environment of the street, and the movement within.

Södergatan, a local shopping street in the stigmatized southern part of Helsingborg, Sweden, is chosen as a case study for the inquiry. Initially established as a working-class district in the 19th century, today it mostly hosts so-called migrant entrepreneurship, service-based premises, and convenience stores. The research shows that there are place-specific shopping activities that are executed on the street. The spatiotemporal context, larger social context and the sensomateriality in which shoppers are embedded, are found to be premiere factors orchestrating how shopping is performed. Finally, it is illustrated that these shopping activities co-construct the street, both materially and sensorially.
The production of reasonable futures in mineral exploration

Tobias Olofsson, Uppsala University

The present future is an elusive realm situated beyond the grasp of present experience and information. Despite this, a number of professions and processes are geared towards fore-telling and fore-knowing what the future holds. One example of this is the process of mineral exploration, in which reasonable depictions and expectations of the future mine-ability of mineral deposits are produced. This paper approaches this process asking; (i) How reasonable futures are produced in mineral exploration, and; (ii) How these futures are justified and legitimized to actors outside of the production process.

This paper draws on 7 interviews with mineral explorers, participant observations, and 42 applications for exploitation concessions – including supporting materials – made to the Mining Inspectorate of Sweden between the years of 2007 and 2017. The paper presents an account of the production of forecasted futures in mineral exploration in Sweden, and demonstrates how the production of reasonable futures relies on complex processes of (e)valuation, quantification and translations of worth.

Key words: Production processes, Forecasting, Mineral exploration, Risk, Sociology of prediction
Consumers in the Making: Implications of Production Practice for Exploring the Production-Consumption Connection

Jonas Bååth, Uppsala University

Production is a premise for consumption. My research suggests how Swedish meat producers’ practices, especially in meat processing and retail, shape both consumption and consumers. The findings are supported by findings from the Swedish meat supply chain, which struggles with over-production, diminishing revenue, and neglect of producers’ work while producing a good precarious for both environmental sustainability and health. The research I present draws on my dissertation project, studying how the production of an abundant good is maintained despite the problematic effects it generates. Stressing the role of consumption for producers, I make the argument that producers contend consumers’ practices of procuring food, while also enabling these practices by producing a boundary work between consumers and producers. Consequently, consumers and producers’ valuations become incommensurable. I further suggest how niche producers contend the consumer-producer divide and seek cooperation with their customers over grocery acquisition and meal preparation, albeit dependent on a frame of distinguished commodity aesthetics, matching certain consumer tastes, for doing so. By taking both these approaches to consumers into account, the boundaries of consumer practices may be further investigated, especially in terms of sustainable consumption.
All consuming popular media? A Swedish perception study

Tullia Jack, Lund University

Media is part of everyday life: we are constantly inundated with messages of what we should aspire to. Many worry that aspirational imagery instils a sense of inadequacy, leading to increasing consumption (Schor, 2008) however the literature is inconclusive on ways everyday people actually respond to media (MacFadyen et al., 2003). In this paper, I explore responses to Swedish media, specifically magazines, using focus groups to examine whether representations in magazines influence the way people talk about cleaning themselves and their homes. Participants in this study responded to representations as either affirming cleaning practices, or instilling anxiety in the shortcomings between reality and representations, in general terms. Irrespective of affirmation or anxiety, participants resist the images and did not believed that the magazines' presentations influence the way they conduct their own cleaning practices, positioning themselves as critical individuals. This paper concludes by discussing how much