Noveau Kensington
Kensington as Image

- By the 1980s Kensington had become an iconic ‘ethnic’ landscape
- No longer really Jewish, but plenty of ethnic ‘otherness’ happening to please the tourist and gentrifier
Inner City as Reality

- 1980s-1990s urban economy losing decently-paid working class jobs
- Fresh immigration heads to the suburbs, avoids inner city
- Inner city becomes more expensive through gentrification, influx of investment capital
Kensington as Image

- Kensington gradually becomes less expressive as a genuine ethnic market
- Hipster and gentrifier customers mix with street people from CamH
- Kensington becomes hipster-bohemian in the 2000s
- Graffiti and street art flourish
- Businesses become hipster boutiques
Kensington Goes Twee

- Cupcake bakeries
- Ethical butchers, fishmongers
- Boutique cheese shops
- Burrito and vegan restaurants
Kensington as Image

• Al Waxman, King of Kensington
  – Remembered in a statue
Pedestrian Sundays

• Begin 2003
• Closed to motor vehicles one Sunday a month in summer
• Attracts a large digitally-connected hipster crowd
Incursions by Major Retailers

- Starbucks, Loblaws, Walmart would all like to move into Kensington
  - Attracted by gentrifiers
- Strong resistance from ‘the community’ (ie the hipsters)
Nouvea Kensington

• An ethnic landscape?
• Whose neighbourhood?