



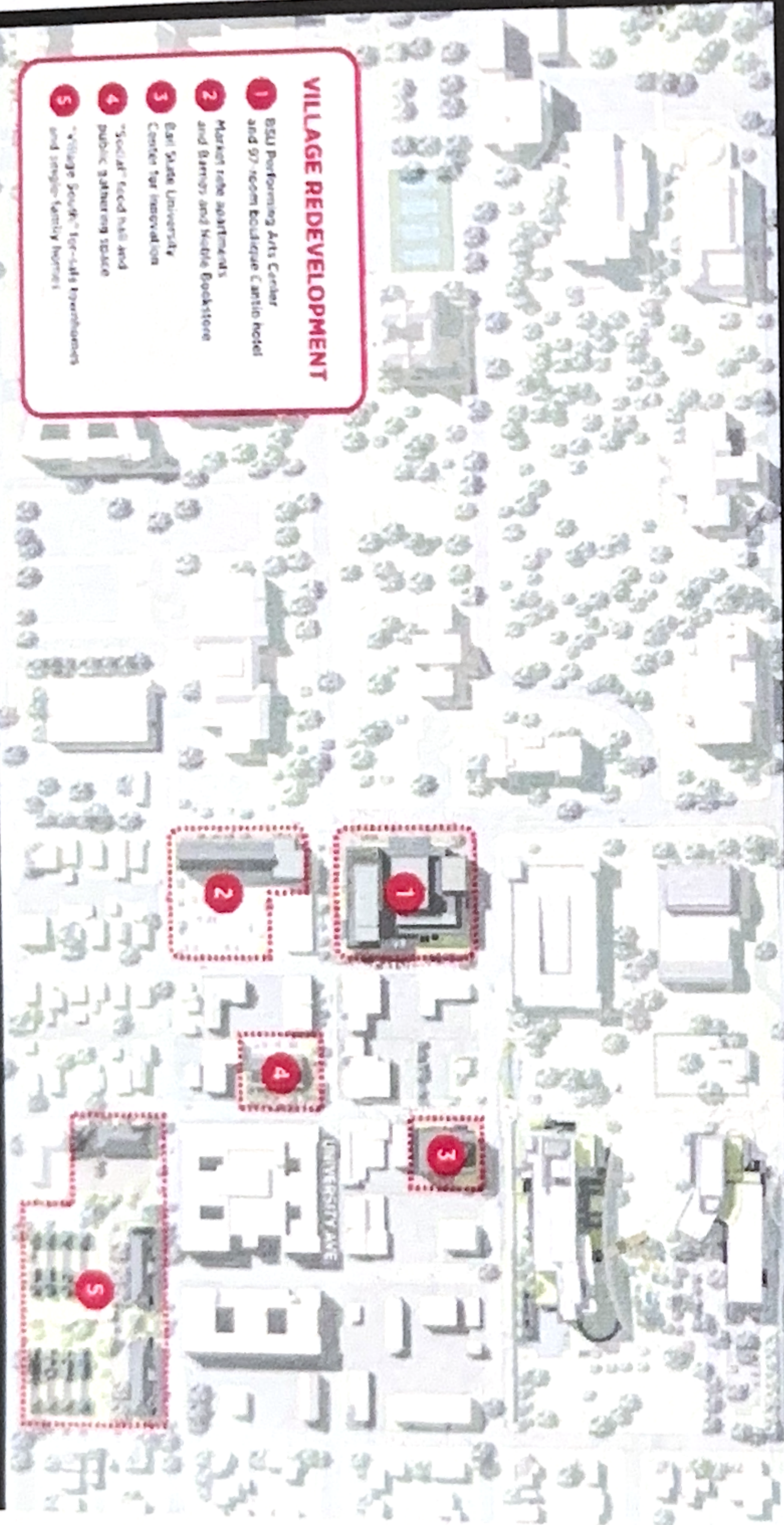
WHAT IS URBAN ANTHROPOLOGY?

AND WHY SHOULD I CARE?



VILLAGE REDEVELOPMENT

- 1 BSA Performing Arts Center and 97-room boutique Canlis hotel
- 2 Market rate apartments and Barnes and Noble Bookstore
- 3 East State University Center for Innovation
- 4 "Social" food hall and public gathering space
- 5 "Village Square" terrace townhomes and single-family homes





WHAT IS URBAN ANTHROPOLOGY?

The ethnographic study of culture, systems, and people within and between urban environments.

Ethnography - process of using participant observation to observe, record, and analyze a culture or society

Why does this matter?

It affects everyone! Urban Anth involves the systems that connect cities and cultures everywhere.



From Muncie

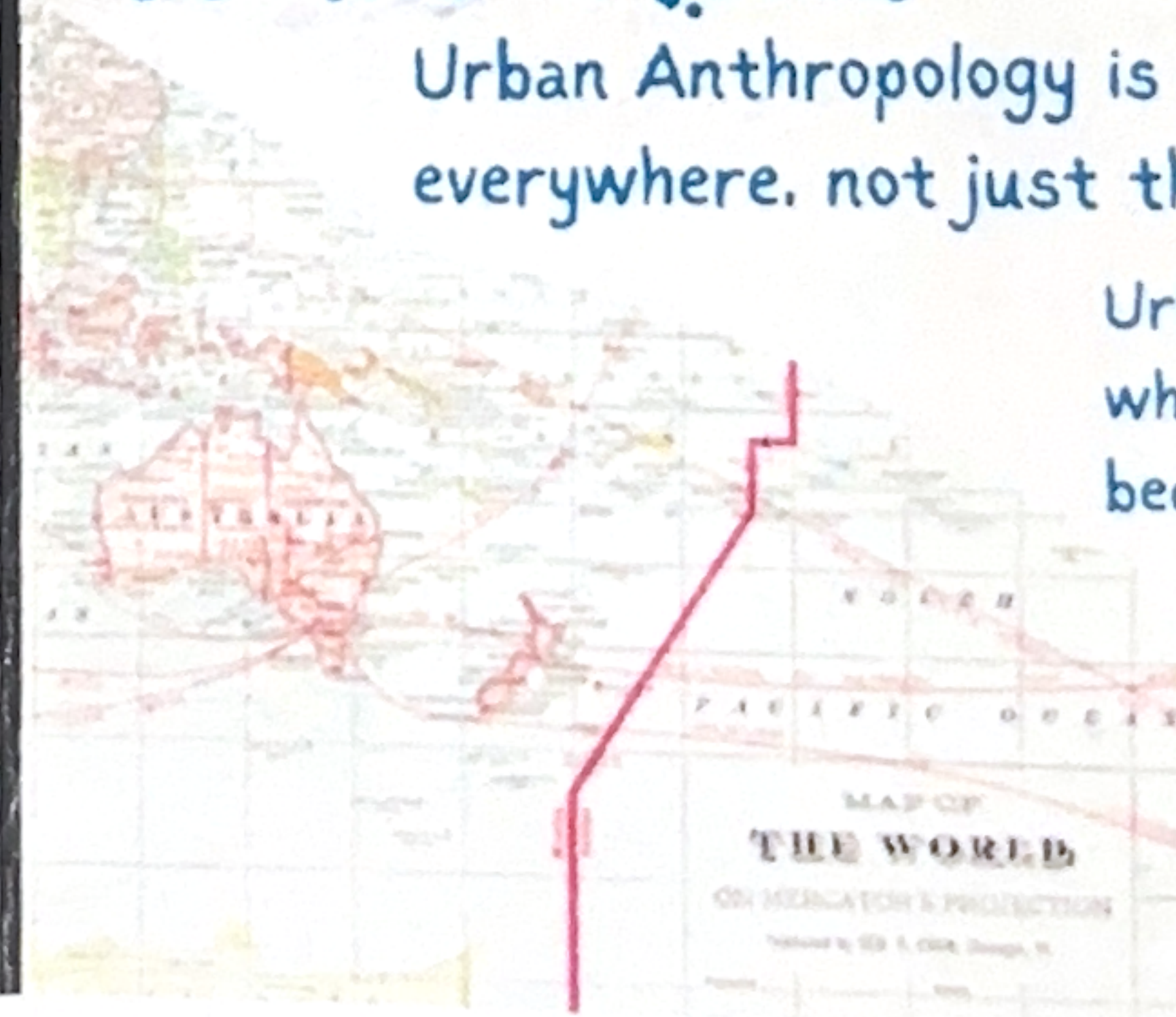
Muncie Indiana, while no where near the size of the largest cities, is a great setting for urban anthropology!

Did you know? Students of Ball State University make up around 30% of Muncie's population. Many universities cast shadows over their respective cities, which is a problem some urban anthropologists aim to understand.

To the World

Urban Anthropology is used within cities everywhere. not just the United States.

Urban anthropology started when global urbanization became prevalent



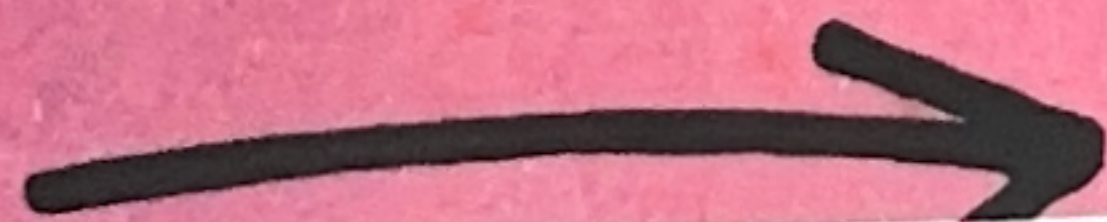
Looking closer:



Ball State University is expanding.
this isn't necessarily a bad thing, however,

Large Universities often consume the city they are located in through tax exemptions, transient population, and sometimes even food deserts.

THE VILLAGE REVITALIZATION



THE VILLAGE REVITALIZATION PLAN

Ball State is expanding into the Village, and this is the vision statement:



"Create a best-in-class, multigenerational district driven by arts and culture, entertainment, and innovation with a new select-service hotel, new dining, retail, service, living, and gathering options featuring a new Performing Arts Center.

But is this "best-in-class" entertainment driven Village what Muncie residents want and need?

This is a question that aligns with urban anthropology's focus on understanding a culture within an urban space.



If you are interested in helping out,
please take this survey about the
Village Revitalization plan!

Thank you!

THE VILLAGE REVITALIZATION SURVEY

