PORTFOLIO
MARIJE PEUTE

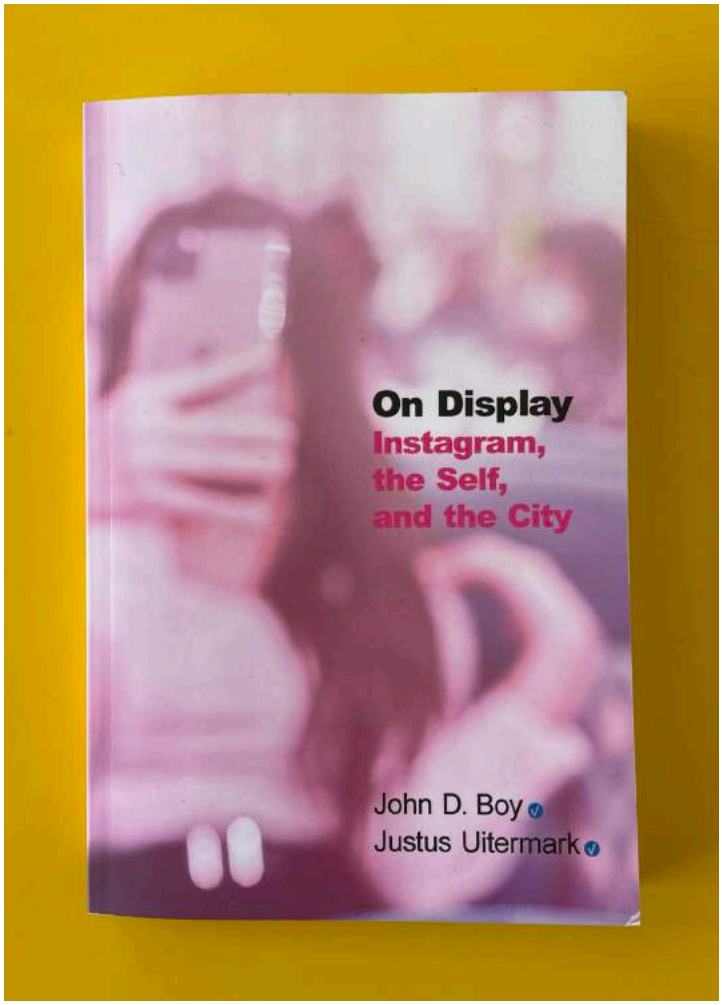
2024

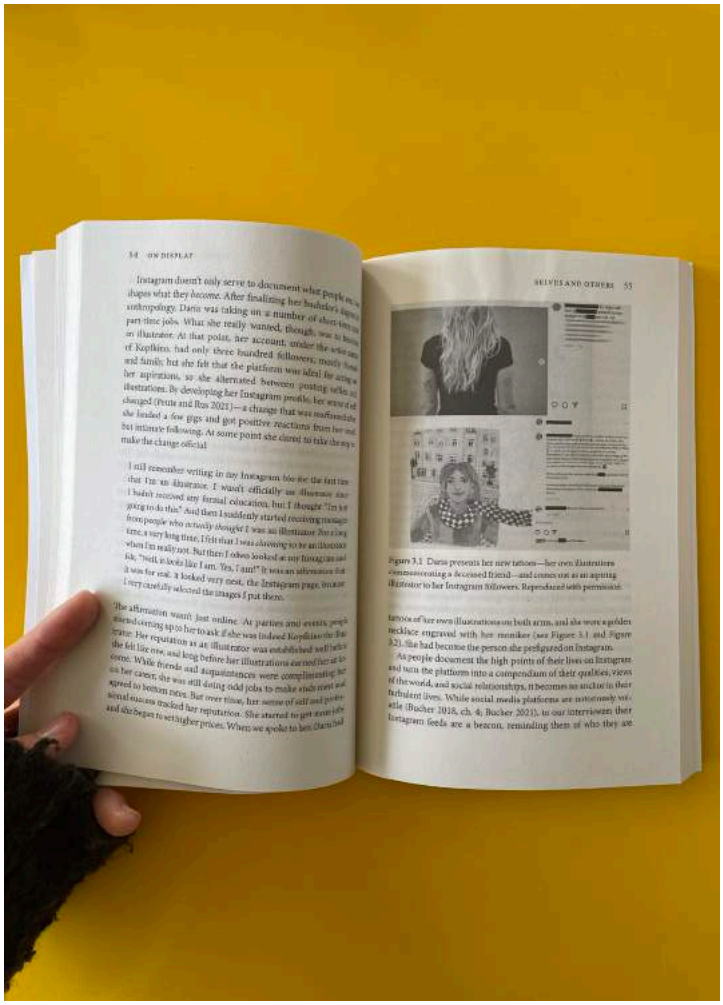
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BIO

I am a cultural anthropologist specialized in media and urban studies. I study and teach on cities, (digital) material culture, and how people produce and experience these infrastructures. In my different roles at the departments of Architecture, Social Sciences and Humanities, I work across disciplines within academia, and in collaboration with societal stakeholders like citizens, municipalities, designers, artists and companies.


On Display
Instagram,
the Self,
and the City
John D. Boy
Justus Uitermark


54 ON DISPLAY
SELVES AND OTHERS 55
Figure 3.1 Daria presents her new tattoos—her own illustrations commemorating a deceased friend—and comes on as an aspiring illustrator to her Instagram followers. Reproduced with permission.

SELVES AND OTHERS
book chapter
2023

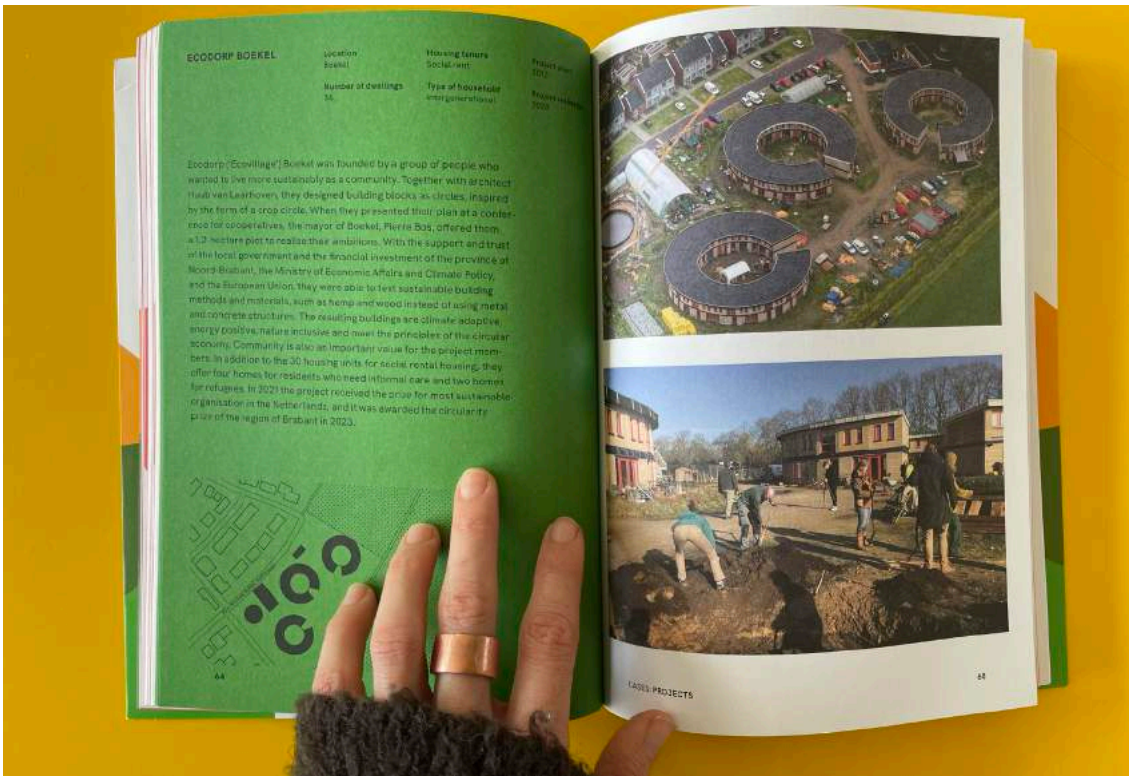
On Display is a book about how people remake their worlds through social media. John Boy and Justus Uitermark provide an encompassing account of how a platform that is unfailingly polished and ruthlessly judgmental shapes us and our environments. They examine how personalities, relations, social movements, urban subcultures, and city streets change as they are represented on Instagram. Interviews and ethnographic vignettes render an intimate account of the desires and anxieties that animate the platform. Just as importantly, they reveal how Instagram is implicated in social inequalities.

I contributed as a co-author to the chapter “Selves and Others”, by conducting and analysing interviews with digital curators and everyday users of Instagram. This chapter highlights how people are confronted with dilemmas online: they want to explore their self, but at the same time conform to the expectations of others on platforms and in society. This creates a tension between their likes and dislikes of the pervasive presence of social media platforms in everyday life.

This chapter is created in collaboration with the main authors Justus Uitermark and John Boy.

To read the book chapter, click here.


TOGETHER
DARINKA CZISCHKE
MARIJE PEUTE & SARA BRYSCH
Towards Collaborative Living
naio10 publishers
TOGETHER
DARINKA CZISCHKE
MARIJE PEUTE & SARA BRYSCH
Ruimte voor collectief wonen
naio10 uitgevers


ECODORP BOEKEL
Location
Boekel
Housing tenure
Social rent
Number of dwellings
36
Type of household
Project start
2017
Project completion
2020
Ecodorp ('Ecovillage') Boekel was founded by a group of people who wanted to live more sustainably as a community. Together with architect Huub van Laarhoven, they designed building blocks as circles, inspired by the form of a crop circle. When they presented their plan at a conference for cooperatives, the mayor of Boekel, Pierre Bos, offered them a 1.3 hectare plot to realise their ambitions. With the support and trust of the local government and the financial investment of the province of Noord-Brabant, the Ministry of Economic Affairs and Climate Policy, and the European Union, they were able to test sustainable building methods and materials, such as hemp and wood instead of using metal and concrete structures. The resulting buildings are climate adaptive, energy positive, nature inclusive and meet the principles of the circular economy. Community is also an important value for the project members. In addition to the 30 housing units for social rental housing, they offer four homes for residents who need informal care and two homes for refugees. In 2020 the project received the prize for most sustainable organisation in the Netherlands, and it was awarded the circularity prize of the region of Brabant in 2023.
64
CASES: PROJECTS
68

TOGETHER: TOWARDS COLLABORATIVE LIVING
book publication
2023

Collaborative living is on the rise in the Netherlands. Amid an unprecedented housing crisis, more and more people are turning to collective self-organization to provide community-oriented, sustainable and affordable housing. But why are these initiatives struggling to get off the ground? And what can we learn from other European countries?

“Together: Towards Collective Living” is a collection of essays, data and case studies in the Netherlands and other European countries, building on the 2021 Project Together! Knowledge. The book addresses the following questions: what is the relevance of collective living, how can we realize these forms of housing, and who can use what actions to ensure that collective living can contribute to more sustainable cities and regions? The book illustrates the dilemmas and opportunities for a new paradigm about living together in the 21st century.

I contributed as a co-author to the content and planning process of the book, and co-organized the knowledge program that took place in 2021. I am still affiliated as a research fellow with the Co-Lab Research Group, based at Faculty of Architecture in Delft.

This book is a collaboration with Darinka Czischke and Sara Brysch, and has been funded by BPD Developers and published by nai010 publishers in Rotterdam.

For the open access link to the book, click here.
For a livestream of the book launch, click here.





Participants of the Winter School workshops, analysing interview data together.

COMING OF AGE ON INSTAGRAM
research project
2023-2024

Over the past decade, Instagram has emerged as one of the world's most important social media platforms. Especially young people use it as a means to share defining moments. The app offers them the opportunity to define public personas and establish social relations. Despite the control Instagram offers its users over their public image and social connections, taking part in the platform's economy of displays results in becoming embedded in complex webs of interdependence. This is a source of new anxieties.

In this project, we start off from the assumption that young social media users are reflexive and strategic. Seeing platform cultures and affordances as co-created by users, we tap into the expertise of users themselves, to understand how they work with and against the platform to define their place in the world. This allows us to take a grounded approach to their anxieties and aspirations surrounding social media rather than focusing narrowly on user well-being.

I coordinated and executed this research project, spanning over a 2-year period. In collaboration with various research assistants and external advisors, I created a dataset of 20 in-depth interviews with young people about their social media use. Several publications document our results, covering topics such as wellbeing, memory-making and the mediatization of autobiographies.

We facilitated Winter School projects (2023, 2024) of the Digital Methods Initiative at the faculty of Media Studies at the University of Amsterdam, to interpret and create data together with students. This has proved insightful, as well as meaningful and therapeutic for the students who could identify with the perils and joys of social media use in our interviews.

The project has been funded by Global Digital Cultures and the Dutch national funding organ NWO.

For more information on the Digital Methods Initiative, click here.



Participants of the housing tour pointing out attractive features of the building block.

TOOLBOX



THE BUILDING

1. Modern materials
2. Sustainable technology - comfort and reduced energy bills
3. Houses with a view - feeling of spaciousness
4. Contact with public space - liveliness and interaction
5. Communal garden - meeting and gardening together
6. Shared space - on ground floor facing the garden and the street
7. (Shared) car at the front door - comfort and reduced energy bills



THE HOUSE

1. Spacious bathroom - wheelchair-friendly and modern
2. Central storage room
3. Well-insulated and ventilated - comfort and sustainability
4. Wide entrance
5. Outdoor space - gallery and courtyard garden
6. Glazed loggia as outdoor space - to be used throughout the year
7. Transparent handrail – visual contact with the street
8. Second bedroom - flexible as guest room/hobby room
9. Flexible layout - sitting area, dining area and second bedroom interchangeable
10. Crossing lounge
11. Large windows - access to sunlight

The toolbox, displaying design preferences at the scale of the neighbourhood, the building and the house.

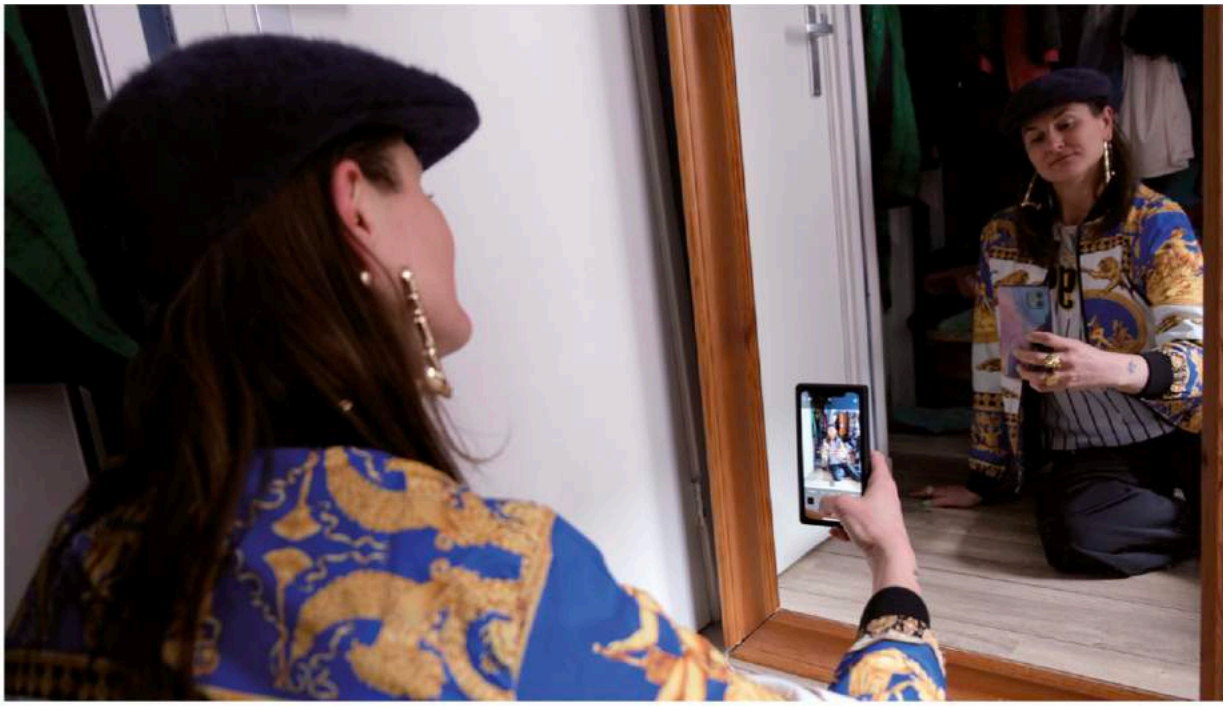
LIVING TOGETHER IN OLD AGE
research project
2023

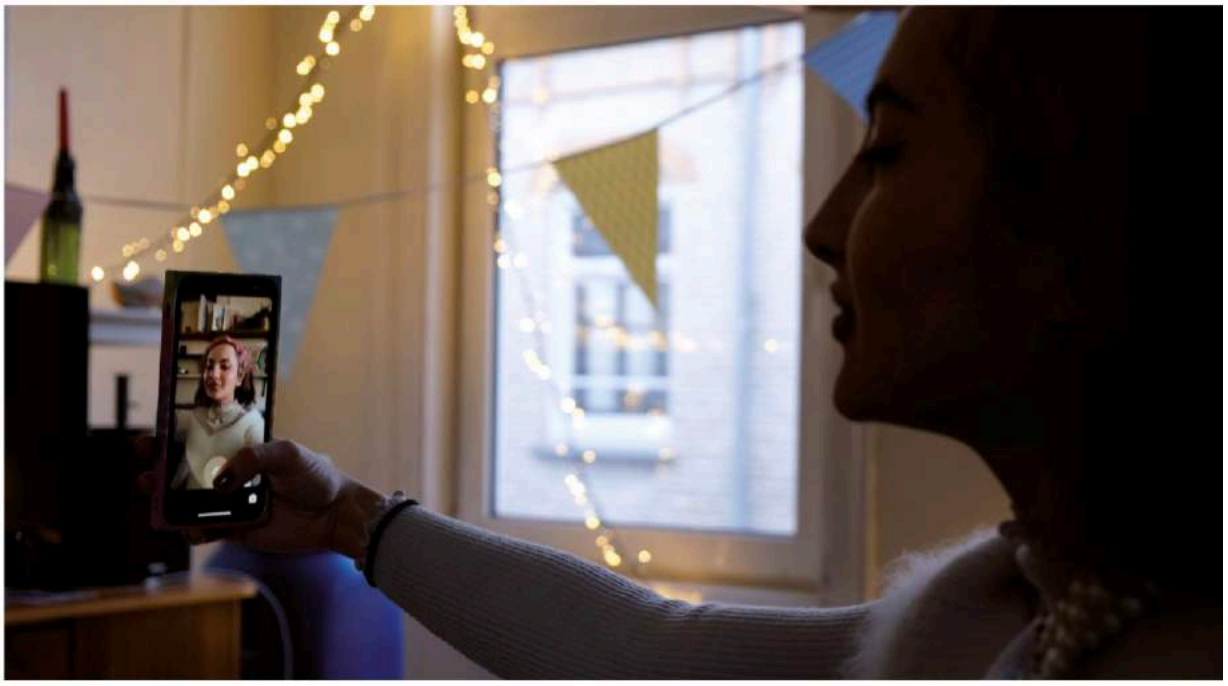
Faced with the pressure to find affordable homes for young families in Delft, the municipality wants to encourage elderly residents living in large homes in the Tanthof neighbourhood to move to smaller homes. In 2021 the action-research project ‘Living together in old age’ looked into the opportunities that collaborative living might provide to elderly residents in Tanthof Oost.

I coordinated and conducted ethnographic research on the housing preferences and aspirations of elderly residents in Tanthof, adopting a co-creation approach. Participants were invited to visit different collaborative living projects nearby on a housing tour, where elderly people lived as a group or with other age groups. Despite their first inhibitions, the tour participants were pleasantly surprised by the quality of living that collaborative living could provide. The project showed that to match residents’ housing preferences and aspirations, they have to have a voice in the process of designing and developing housing. They also need to be better informed about different ways of living in old age.

Inbo architects composed a toolbox to inform the future collaborative housing projects for elderly, and created design proposals for several housing locations. We also offered external advice on how to make future housing developments more attractive for eldelry residents.

This research project was a collaboration with architect Stephanie Zeulevoet (associate at Inbo architects) and the municipality of Delft, and funded by the Stimuleringsfonds Creative Industries.





DISPLAYS OF VANITY
research and film project
2022

Why do people take and share selfies, and how does this understanding inform us on vanity practices in a mediatized society? With this question, Annemarije Rus and I approached the creative micro-celebrities Firoza and Marije to contribute to an anthropological film about selfie culture.

Online displays of vanity are constructed through constant negotiations with the contradicting expectations of multiple audiences. Navigating this digital realm requires intricate knowledge of the platform's vernacular. Users need to carefully curate their content in order not to come across as too eager to please their followers, while also not offending anyone. The occupation with one's online presence is thus not solely egocentric and narcissistic, but a tool to achieve personal goals in the digital and social realms.

Through the portrayal of desktop ethnography, viewers can get a glimpse of the hybrid digital and social realm in which social media users negotiate the representation of their Instagram selves. As our film illustrates, selfies have become inevitable when it comes to maintaining visibility online.

This film was made in collaboration with visual anthropologist Annemarije Rus. We also published a reflection on the making and meaning of the film in the anthropological journal Etnofoor.

Click here for the Etnofoor's special issue on vanity, or scan the QR code below to watch the film.

https://youtu.be/QEUFBs2YxPA



Representations of the Bijlmer in various media, whereby activists and residents reclaim its spatial identity.

POSTCOLONIAL PLACE BRANDING
research master thesis
2019

In recent years, the Bijlmer, located in Zuid-Oost in Amsterdam, has emerged as "Amsterdam's most promising neighbourhood" in the media, in contrast to its former stigmatised image. Marketing professionals define their own interpretation of the neighbourhood's positive sides, conflicting with other representations disseminated about the Bijlmer's racial identity.

To complete my research master's degree in Urban Studies, I explored how the Bijlmer was represented by digital curators. My findings showed that current marketing professionals are increasingly influenced by post-colonial ideologies in their branding of the Bijlmer. This contrasts with marketing professionals who destigmatize the neighbourhood by exoticizing it, and reproduce positive but stereotypical ideas about race. Through this discursive conflict, racist connotations in image-building are openly discussed, encouraging professionals to reflect on themselves and the Bijlmer's racial stigma.

My thesis project was supervised by Justus Uitermark, and the second reader was Rivke Jaffe.

The thesis can be shared on request.