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‘A TALE OF TWO CITIES? AN EXAMINATION OF THE RE- IMAGINING OF GOLD MINING HISTORY AT GOLD REEF CITY AND IN JOHANNESBURG’S MAIN STREET PRECINCT.’

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A research report submitted to the Faculty of Humanities, University of the Witwatersrand, Johannesburg, in partial fulfillment of the requirements for the degree of Master of Arts.

Johannesburg, 2008

Abstract

This research report attempts to examine how the story of gold, and gold mining, is told, and is being retold, at both the Victorian- themed Gold Reef City theme park and in within the Main Street mining precinct in the Johannesburg Central Business District (CBD). The report will therefore look at how imbued ideologies have resulted in a particular formation of the mining heritage shown in both themed spaces. Works by de Certeau (1988) and Eco (1990), for example, form a framework for academic discourse around practiced space within the 'city', and the nature of hyperreality. Overall, and including results from participant observation at the theme park, and sample surveys undertaken in the Main Street precinct, one is able to better attempt an understanding of how the story of gold at both sites has been created by certain ideologies, and examine them in light Johannesburg's changing persona in light of global influences.

Keywords: theme park, 'city', ideology, agency, 'world-class African city', urban renewal/regeneration, hyperreality, visuality, mining.

Declaration

I declare that this research report is my own unaided work. It is submitted for the degree of Master of Arts (Heritage) in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any other degree or examination in any other university.

_____
Name of candidate

_____ of _____, 20 .

Dedication

To my family, and Nico- much love and respect always.

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Graeme Reid. Ex-Johannesburg Development Agency
7 December 2007- Rosebank, Johannesburg.

John Dewar. Director of the Johannesburg Land Company.
February 2008- email correspondence.

Surveys undertaken in Main Street mining precinct, January and February 2008.