

Bratchford, G. and Zuev, D. (eds). 2023. *Vision & Verticality: A Multidisciplinary Approach*. New York: Palgrave MacMillan.

Interest in and the application of visual approaches for the study of a multitude of subjects in the social sciences has been growing more rapidly in recent years. When I started my association with social scientists of the visual kind in the 1997 (Krase 1997), Visual Sociology, was placed well beyond the pale of normal professional practice and practitioners had to justify the use of images as sociological data. However, it was grudgingly acceptable to use images to “illustrate” research findings gathered from other forms of “normal” research practices such as survey and demographic studies.

Over the years, Gary Blatchford and Dennis Zuev have evolved from young and energetic pioneers in the field of visual studies to being mature leaders and innovators in developing their own as well as searching for unique approaches of others. They have successfully presented these valuable contributions to scholarly multidisciplinary audiences in a variety of textual and visual formats. *Vision & Verticality* is a recent entry in the Palgrave MacMillan Social Visualities Series which they coedit, and which has received high praise by leaders in the field such as Douglas Harper. As noted by the editors, this volume emerged from an edited issue of the journal *Visual Studies* “Aerial Visibilities: Towards a Visual Sociology of the Sky” (2020). It must also be noted here that *Visual Studies* is the leading journal in visual sociology and is produced by the International Visual Sociology Association in which the editors have had long and fruitful scholarly relations.

This Palgrave MacMillan book series is affiliated with the International Sociological Association’s Research Committee 57 which examines the role and function of images, objects and/or performances within society and/or in particular cultures or communities.

In this book, the editors have as their goal bring the practice of vertical and aerial analysis into sociological discourse through a broad range of interdisciplinary perspectives such as cultural theory and urban geography. They have accomplished this by carefully selecting and editing contributions from astronauts, artists, architects, sociologists, urbanists, visual culture theorists, geographers, anthropologists and others in the humanities. By employing socio-visual thinking, *Vision and Verticality* attempts to convince social scientists closer to a sociology of or through images towards a sociology *with* images well beyond the beyond the *au courant* practice of using drones for aerial research. The book contains a wide variety of topics such as urban spaces, travel, leisure, politics, and environmental challenges. While it is impossible to do justice to each of the seventeen chapters in this brief review, I believe listing a few titles here might suffice to get a sense of the eclectic range. These were the most challenging for me: “Of Carnal Gravity: A Three-Voice Conversation”; “The Algorithmic Apparatus of Neocolonialism”, and “Elemental Monsters”. These sound more conventional but are equally engaging when seen from above: “Viewing from Where? Satellite Imaging and the Politics of Space Technology”; “Mapping Cultural Landscapes, Vertically”, and “Revitalization and Touristification”.

While I found the book to be excellent in its coverage of many fields, I was surprised that the work of one of my favourite scholars, Jean Baudrillard, could not find a worthy place in the otherwise excellent volume. Many of the contributions were well outside my normal practice but a few such as "Mapping Cultural Landscapes, Vertically," were especially pertinent and will be referenced in my future work. In other reviews of Gary Bratchford and Dennis Zuev's *Vision & Verticality: A Multidisciplinary Approach*, I have seen the use of words that are unusual for social such as "dizzying", "brilliant", "eclectic", "enthraling", "soaring", and "groundbreaking". To these I would add my more pragmatic praise as "useful" and enlightening.

References

- Blatchford, Gary and Zuev, Dennis. 2020. Aerial Visibilities: Towards a Visual Sociology of the Sky. *Visual Studies* 35(5):402-416.
- Krase, Jerome. 1997. Seeing Ethnicity and Community. Illustrated paper presented at the International Visual Sociology Association, Boston, Massachusetts, July.

Jerome Krase

Brooklyn College, City University of New York

JKrase@brooklyn.cuny.edu

Caldararo, N. 2019. *An Ethnography of the Goodman Building: The Longest Rent Strike*. Cham: Palgrave Macmillan.

Best read with the aroma of petunia competing for the senses with the riffs of Jefferson Airplane, this paean to San Francisco (SF) and the 1970s counter-culture

is a lovingly told Proustian bailing out all things remembered. Essentially a story of an idealistic world of, in the author's words, "an organic self-determination in co-living", the book is a biography of the Goodman Building of Downtown SF, alongside the created community within and its ever-evolving environment. Described by his university (San Francisco State) as a "veteran anthropologist", Caldararo entered the building in the early 1970s, invited by the tenants to be their *de facto* anthropologist-in-residence to assist in and record their rent strike. He stayed for a decade wherein he lived, laughed, learned and loved with the plethora of co-residents who passed through this fascinating structure. The book reflects an extended anthropological field study produced through participant observation, the copious field notes of which were given to some research respondents for verification. Some co-habitants also provide accounts of their time and place in the building.

The Goodman Building was constructed in 1869 to accommodate the swell of people attracted to San Francisco by the California Gold Rush. The voyages of the European powers brought waves of migrants who, combined with waves of internal migrants similarly seeking the good life, trampled on the rights of the pre-existing Native Americans. Sailors, migrants from South and East Asia, and working-class immigrants chasing the Gold Rush lived alongside one another in the city's South of Market neighbourhood, and the Goodman Building provided for the various newly arrived. Purchased by the Goodman family at the turn of the 20th century, the building continued to be a place for newcomers to San