

GLOBALIZATION IN PHILADELPHIA

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RESTAURANTS



It's hard to walk around Philadelphia without coming across an Asian restaurant or at least speaking with someone that does not frequent one. The four establishments above were all less than a mile apart from one another in Center City. This clear influence of Asian culture on Philadelphia and many other parts of America can be explained by immigration from that part of the world. Audrey Singer, Domenic Vitiello, Michael Katz, and David Park from Brookings wrote in their report, *Recent Immigration to Philadelphia: Regional Change in a Re-Emerging Gateway*, "Various groups have been resettled in greater Philadelphia, starting with Southeast Asians." The report goes on to explain that, in the late 20th century, many immigrants started moving into the city and its suburbs and outlying areas to live and work. This rate of immigration has risen since 2000. These immigrants bring with them their cultures, including food. As more and more of these people realized they could make a living by opening restaurants specializing in their food, there is both an increase of these restaurants and a change in the food to better fit the American pallet. There is a merging of cultures, which Philadelphians can see everything as people go out or order "Chinese Food" and the like.

CARS & TRANSPORTATION



The above pictures are of two Toyotas and one BMW car. America has had very long relationships with foreign car companies such as these with the Toyota Motor Corporation starting operations in America in 1957 and with Bavarian Motor Works in 1975. An article from CBSNews discussing American's views of foreign cars reported that 33% of Americans prefer automobiles made by Asian companies, 15% percent said Toyota makes the best cars, and "About four in ten say their dream car would be a foreign brand." The evidence is there that foreign car companies have made a strong foothold in America.

Almost every car seen in the neighborhood of Northern Liberties was foreign, with the exception of a few Fords here and there. However, over the years there has been a very strong "Buy American" movement, and the same CBSNews article pointed out a decrease in support in foreign cars in recent years. In 2006, 46% of Americans favored Asian-made cars and 25% said Toyota was the best. While these numbers are down and sales in domestic car companies are up, Cars.com pointed out that even if a person buys American, many of the parts in the car are most likely foreign-made. Some cars such as the Chevy PT Cruiser are made of mostly foreign parts, in fact, with only 27% domestic-parts content.

ENERGY & FUEL



Gulf Oil was a major oil company in the 20th century, and is still apparent in America such as this station located near Old City in Philadelphia. There are oil stations all over the country, and over half of this oil comes from foreign countries. NPR published an article, *Where Does America Get Its Oil? You May Be Surprised*, on the subject of oil imports. According to this article (with the Energy Information Administration as a source), 19.6% of our oil comes from Latin America, 15.1% from Canada, 12.9% from the Persian Gulf, 10.3% from Africa, and 3.1% from "Other."

When most people think of oil, they think of America's dependence on the Middle East for oil. These numbers seem to combat the severity of this dependence, but it is very true that America depends on other parts of the globe for oil and fuel. While scientists are looking into alternative forms of energy such as electricity - Gulf Oil even announced an interest in an electricity branch this year - the emphasis remains on oil. Good luck going for a drive through America without seeing a Sunoco or Chevron gas station along the way.



BANKING



Banking has certainly gone global. Whether it's sending and receiving international payments, foreign exchange and currency, international credit and cash management, or just general international trading, banks are all over it. One bank that dabbles in such activities is Wells Fargo. This bank is very prominent in America, including Philadelphia, with a ranking of 4th largest in the country, AA- rating, and a revenue of over 87.5 billion in 2011. On its website, it reports, "Wells Fargo has extensive expertise in International Banking and offers a full suite of products and services to help you succeed in the global marketplace. As one of the leading foreign exchange market makers in North America, our trading volumes exceed \$11 billion per day."

Wells Fargo provides banking services in many parts of the world such as Asia, Europe, and Latin America. When looking into international banking, a person may come across what is called an International Banking Facility. According to the Federal Bank of New York, "International Banking Facilities (IBFs) allow depository institutions in the United States to offer services to foreign residents and institutions free of some Federal Reserve requirements and some state and local income taxes." Just to summarize my point here, the world is deeply connected through banking and money.

TOURISM



Tourism has a large part in the life of Philadelphia. It is hard to walk around in Old and Center City without seeing groups of people with cameras or tourist t-shirts. Some days it can be near to impossible to walk around the Independence Mall/Hall area. Philadelphia gets people from all over the country, and people from all over the world. According to the Philadelphia Business Journal, international tourism went up 7% in Philadelphia from 2010 to 2011 with a number of 633,000 international visitors.

All this tourism does great good for Philadelphia and its government, and businesses are well aware of this fact. In areas that attract large crowds of tourists such as around 6th and Market, there are always people standing around like the man in the picture to the left offering sightseeing tours. There are also "Tour of Philadelphia" buses seen all throughout the heart of the city, and there are plenty of other types of transportation tours like this. With a rising tourism market, these businesses just expand and expand. This helps both smaller businesses in Philadelphia and local museums and visitor centers. So, not only are Philadelphians connected to other countries through imports and exports, but through peoples traveling to and from as well.

HISTORICAL BUILDINGS



With its new building opened in 2010, the National Museum of American Jewish History made its place in the Independence Mall area in Philadelphia. Its website defines the museum as a “national cultural and educational center that engages the American Jewish community in an ongoing dialogue about our past, present and future.” People of the Jewish faith residing in America can be traced back centuries. Jews living in Philadelphia can even be traced back to the arrival of William Penn back in the late 1600s. Therefore, it is clear that the American Jewish community has played a part in the development of this nation, along with the development and histories of many others.

This is the reason for centers like this museum. America values the importance of sharing the history of its people. The sheer placement of this museum is a testament to this fact. It is placed right at the end of Independence Mall, an area with incredible historical meaning to America. All the visitors to this area will be able to see this museum and venture inside to learn about all the information it has to give. This is the support America has for the Jewish community, along with the other groups that comprise the country and their histories. Philadelphia has devoted another space to the education and support of diversity and other social groups.

ART



The Mural Arts Program is a City of Philadelphia art program that “unites artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives.” The variety takes on a variety of tasks and works with a variety of peoples. All of the over the city, which has been dubbed the City of Murals, are murals representing immigrants, minority groups, and communities in Philadelphia. They are simply everywhere. The mural in the bottom left-hand corner is one near 3rd Callowhill that shows a set of “scenes” that represent immigration in Philadelphia. This is only one example of murals that show the progress and lives of immigrants in Philadelphia (America).

However, not only do the murals themselves emphasis internationality, but the artists do as well. The mural in the top-left hand corner was painted by Venezuelan artist Henry Bermudez. He has done many projects for Mural Arts working with artists from all around the world such as Europe and other parts of South America such as Colombia. American artists such as Frank Hyder also get the chance to work and travel with these artists. Just this summer of 2011, Frank Hyder traveled to Venezuela to spread the mission of the Mural Arts programs to graffiti artists and art students, which is where the program got its start here in Philadelphia.



LANGUAGE



Philadelphia has had a strong presence of Latino American communities, therefore it is no surprise that there is advertising in Spanish like this. The Hispanic population in Philadelphia is easily over 100,000. According to the Historical Society of Philadelphia, there are over 90,000 Puerto Ricans, over 6,000 Mexicans, over 4,000 Dominicans, over 2000 Cubans, over 2000 Colombians, and smaller populations of other Latin American countries. Most of these groups of people arrived in Philadelphia or at least experienced a rise in population in Philadelphia during the mid to late 1900s in search of work, housing, and safe neighborhoods and living conditions. All over Philadelphia there are advertisements and signs either completely in Spanish or translated into Spanish after in English. People can see them on the streets and on public transportation. This is definitely due to the rise in presence of Hispanic-Americans working and living in the city and its suburbs.



IMMIGRATION

St. Augustine's was the first permanent church of the Augustinian Order, a branch of Roman Catholicism, in the United States established over 200 years ago in 1796. At first, the parishioners were made up of mostly German and Irish Catholics. My family had personally been one of such members. However, St. Augustine's faced a decline in membership and subsequent funding in the late 1980s. The Filipino-American community, already having a place in Philadelphia, played a major role in bringing the church back up in the 1990s. Augustinian missionaries brought Santo Nino to the Philippine Islands in the 1500s. This devotion to Santo Nino continued into the present, and in 1994 the Augustinians in the Philippines commissioned for an official replica of the original Santo Nino statue to be enshrined in St. Augustine's church. This, in turn, sparked more interest from the Filipino community in Philadelphia for the church, further helping it along. The introduction of Father Joe in 2004 also brought in more Filipino members. Now, the church holds Novena prayers to Santo Nino after the 11:00 am mass every Sunday. With all this support, St. Augustine's has been able to continue along with its other members.

COMMUNICATION & TECH



Face to face communication has been around since man first walked on the planet. However, in more recent decades, communication has become more impersonal with the invention of phones, e-mail, and instant and text messaging. All these technologies did work to link people together from all around the world, but it was still missing that human connection. This is where applications such as FaceTime and Skype come in. FaceTime was released in 2010 for the iPhone 4 and other Mac products, and it immediately gained popularity. All a person needs is a compatible device for FaceTiming and a Wi-Fi connection and they can see the face of their loved ones in real time (if they have the necessary requirements as well).

With its release, there was a lot of buzz about whether or not the technology would work internationally, and MacWorld and Apple came out to answer the rumors with the confirmation that it would work. Now a son living in Colorado can FaceTime his mother in the UK to see her face and hear her voice. This communication brings people back together and knocks down barriers. FaceTime is not the only technology out there that taps into this. Other applications like Skype and ooVoo are used everyday by people trying to connect. This is how technology has been working to change and improve international communication.

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