

“Everyday Practices and Representations of Domestic Space” Santiago - Chile 1930-1960”

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“A place dwelt in by the same person over a period of time becomes a portrait unto itself, through the objects (present or absent) and the uses that they suppose...” (De Certeau y Giard, 1999). Domesticity defined as an interdisciplinary field of study of social space traditionally linked with the house, home and everyday life implies the analysis of daily practices, discourses and images that produce and reproduce it in time (Cieraad; 2000; Blunt y Dowling 2006) .



**Los nervios pueden destruir
la felicidad de su matrimonio**

Su salud y su felicidad resultan de tanta importancia para los demás como para usted . . . y sus responsabilidades exigen un sistema nervioso apto, sano, fuerte.

Recuerde que la nerviosidad, la apatía, el desgano, son a menudo causa de disgustos; y éstos de desdichas y alejamiento . . . y piense que en todo el mundo los médicos recomiendan el Neuro Fosfato Eskay para fortificar el sistema nervioso y adquirir resistencia y vitalidad.

En el período más breve posible, el Neuro Fosfato Eskay le permitirá recobrar esa saludable plenitud que favorece la dicha.



NEURO FOSFATO ESKAY

Within this focus my research tries to outline some interpretative elements in the construction of domesticity in Santiago –Chile between 1930-1960. On the one hand, the research approaches the everyday practices of domesticity in the context of Santiago elite, taking the historical perspective of inhabitants of the first garden suburb called Barrio El Golf. This suburb was inaugurated in the 30's and represented the definitive abandonment of the city centre by the elite in favor of a new suburban family and domestic way of life (Fishman, 1987, Sennett 1975). The suburban process as a historically situated phenomenon, produced a specific domesticity that spread as one of the central elements of western culture. In this way, we can link suburbanization, with a particular

moment of domesticity, in which emerges new imaginaries of living at home (Mumford; 1979; 641).

CANJEE HOY MISMO SUS CUPONES. NO ESPERE LA ULTIMA HORA

JUNTE 5 cupones (última página) y canjeelos por un boleto. Los cupones no necesitan ser numerados

\$100.000 EN PREMIOS

TOME USTED PARTE EN ESTE FANTASTICO SORTEO ORGANIZADO POR "MARGARITA", Y AUSPICIADO POR FIDEOS LUCCHETTI.

- Una cocina a gas.
- Una máquina de coser comprada a Piazza y Cia.
- Un moderno receptor Philips.
- Un abrigo tres-cuartos hecho a la medida.
- Un vestido hecho a la medida por Casa Helia.
- Juegos de ropa interior de Casa Cadeau.
- Blusas elegantes.
- Carteras nylon.
- Vanity de nylon.
- Máquinas Múltiples, para purés, mermeladas, etc.
- Baterías de cocina.
- Lapiceras Fuente.
- Billetes de a 5 1.000.— c. u.

Fideos Lucchetti ofrece a los lectores de "Margarita" 200 cajones familiares, con un surtido completo de fideos en un total de 10 kilogramos.

ESTA PRECIOSA MAQUINA DE COSER PUEDE SER SUYA RECORTE EL CUPON DE LA ULTIMA PAGINA

On the other hand, the research includes the analysis of discourses and images within the social imaginaries of the period, present in the weekly women's magazines that proliferate from the beginning of the 20th century, and in institutional publications that reproduced an official discourse about home. In this way, the research connects an analysis of the specificity of the elite within the frame of a suburban ideal with a more general reflection about the social meanings of domesticity that circulated in that period.



From this juxtaposition the research tries to identify the particular meanings that domesticity takes within a process of modernization of urban life that begins in the early twentieth century and represents both certain continuities and breaks with a more traditional meaning of domesticity linked to the values of family and home along with patterns in the use of domestic space that were deeply rooted in earlier Chilean society.