

Negotiating Fargo

a cultural study by Bailey Brazier

Culture

“the way we do things around here”

—Nancy L. Hoft

Fargo

Identity



Research Questions

- What is Fargo's culture?
 - What's going on here?
- How did it form?
- Is it changing?

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Fargo:

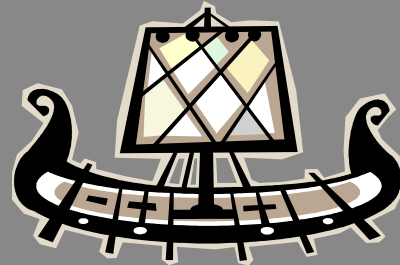


“nice”

“simple”

Janteloven

Scandinavian Heritage



“adherence to the group” -Dr. Bruce Maylath

**do not think that you are better than anyone else
(emphasize community and downplay yourself)**







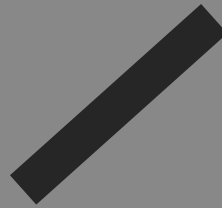
emphasizing
community

“simple”

Fargo

“nice”

downplaying self



Primary Research

- Safe
- Nice vs Ice
- Driving
- Isolated

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Is Fargo's Culture Changing?



Crime Turns Oil Boomtown into Wild West

WILLISTON, N.D. (CNNMoney) -- As oil companies pump more and more crude out of the ground and workers from around the country arrive to cash in on the black gold rush, a new wave of crime has taken over the once quite towns of Northwestern North Dakota.

Is Fargo's Culture Changing?



“...community as amenity.”

photo by Michael Vosburg

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