

***Title:* Negotiating Space and Gender: Place and Self Making of female street entrepreneurs in Seoul**

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***Abstract:*** South Korea's economic development of the last decades, including its quick recovery from the 1997 Financial Crisis, has been seen as an ideal model for other emerging economies. In addition, Seoul's recent urban development has also been promoted as a "successful" way to create a "world city" nationally and internationally. However, this development has marginalised people engaged in street entrepreneurship, of whom a large proportion are women, while scholarly attention to these subjects has also been minimal. Focusing on the Tongdaemun Shijang, a traditional marketplace in central Seoul, this paper examines how female street entrepreneurs conceive their attachment to their workplace by examining their narratives. In particular, I explore the diversity and creativity of the ways in which women negotiate changes in spatial, social and gender relations in order to create their physical and social place.