

THE QUEER POLITICS OF PRIDE

Global LGBTQ+ Activism and Homocapitalism

Dr Daniel Conway

BLOOMSBURY ACADEMIC
LONDON • NEW YORK • OXFORD • NEW DELHI • SYDNEY

CONTENTS

List of Figures	vi
Acknowledgements	vii
 Chapter 1	
THE QUEER POLITICS OF PRIDE: GLOBAL LGBTQ+ ACTIVISM AND HOMOCAPITALISM	1
 Chapter 2	
A QUEER CONCEPTUALIZATION OF PRIDE	23
 Chapter 3	
PRIDE AS A 'MIRROR', NOT A 'MICROCOSM', OF SOCIETY: CONFLICTS OVER RACE, CLASS AND GENDER	59
 Chapter 4	
CORPORATE PRIDE, COMMERCIALIZATION AND THE GLOBAL PRIDE CIRCUIT	83
 Chapter 5	
PRIDE, THE STATE AND RAINBOW DIPLOMACY	115
 Chapter 6	
RECLAIMING PRIDE: QUEER AND ALTERNATIVE PRIDE ORGANIZING	141
 Chapter 7	
CONCLUSION: HOMOCAPITALISM AND THE QUEER POLITICS OF PRIDE	165
 References	176
Index	190

FIGURES

1	Brighton Pride parade, 2015	3
2	'Mobilize for Equality', Pride Luminaries Brunch, World Pride New York, 2018	7
3	Fundi Ndaba and Ntsupe Mohapi at London Pride's 'VIP Area', 2023	17
4	Soweto Pride 2018	25
5	'Death of Pride', London Pride protest. Permission granted by ACT UP London	36
6	Saks 5th Avenue, Stonewall Anniversary/Pride Month fashion range	56
7	'Move the Porsche Bitch Pride is here!', Johannesburg Pride parade 2018	69
8	Dion George MP, Roberto Quintas, Cape Town Executive Member, and the Democratic Alliance at Greenpoint Rainbow Crossing, Cape Town Pride 2024	76
9	TISS Queer Collective at Mumbai Pride 2019	78
10	IBM 'Legendary Pride', 2019	92
11	Out & Equal Asia Conference, Shanghai Pride 2018	97
12	Mac Stands with Inclusion by the refuse bin, Hong Kong Pride 2018	104
13	'Sweden Loves Equality', Cape Town Pride marshall 2024	116
14	Canada at Taiwan Pride 2018	121
15	Taiwan, First in Asia	131
16	New York Police with the Drag March	143
17	Kong and Vincent at Taiwan Pride	150
18	Hong Kong Migrants Pride 2018	155
19	Silent 'Die In', Soweto Pride, 2018	167
20	Jade Madingwane, Forum for the Empowerment of Women and organizer of Soweto Pride	167
21	Queer Liberation March, New York, 2019	173