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urbans

Cities and Creativities

Lleida (Spain), 15-17 september 2010

1st Joan Vilagrassa Urban Studies Award

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Universitat de Lleida

LA PAERIA



Ajuntament de Lleida



Col·legi d'Aparelladors,
Arquitectes Tècnics i
Enginyers d'Edificació de Lleida



Col·legi d'Arquitectes de Catalunya,
Demarcació de Lleida



Obra Social
Fundació "la Caixa"

Venue: Universitat de Lleida

15 Wednesday and 16 Thursday:

Conference Hall, Rectorate Building, 1 Víctor Siurana Square, Lleida.

17 Friday:

Centre of Cultures and International Cooperation Conference Hall,
Cappont Campus, 67 Jaume II Street, Lleida.

Contact:

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Information and registration: <http://www.seu.udl.cat>

Registration fees:

	Until 31 July	After 31 de July
General rate	€ 80	€ 100
Students or unemployed	€ 30	€ 40
One-day rate	€ 35	€ 40

Attending the conference will be validated as **2.5 academic credits from the University of Lleida.**

A simultaneous translation service will be available for every session.

Organization:

- Departament de Geografia i Sociologia, Universitat de Lleida
- UNESCO chair "Intermediate cities, urbanisation and development"
- La Paeria / Ajuntament de Lleida
- Col·legi d'Arquitectes de Catalunya, demarcació de Lleida
- Col·legi d'Aparelladors, Arquitectes Tècnics i Enginyers de l'Edificació de Lleida

Management: Josep M. Llop

Coordination: Joan Ganau and Carme Bellet

Assessment committee: Ramon Morell, Francisco García, Montse Giné, Anna Ferrer, Pere Garrofé, Pere Folguera

Technical secretaryship: Daniel Paül and Aaron Gutiérrez

Presentation

This edition of Urban Studies Week intends to reflect on the relationship between cities and creativities. Recently, these relationships have become a recurring theme in scientific literature, political agendas, as well as conferences and debates. Given the difficulty of making new contributions, we have opted to extend our point of view by searching for the multiple relationships that can be established between *Cities* and *Creativities* — in the plural form.

The aim is to broaden the debate through three basic approaches that serve as a storyline for each session. The first theme is economic: the influence of creativity in the economy of cities, and the role that it could have in the next few years. The second session raises the challenge of creativity in intermediate territories and cities. In recent years, most of the speeches have been focused on large cities, while there has been little mention of the creative potential of other territories with less density but having the capacity to generate and incorporate creative and innovative processes.

Finally, on Friday, we will explore in which directions creativity can be applied in the management and transformation of cities. The aim of this session is to question the limits of the instrumentalisation of culture for urban regeneration and look for newer, more creative ways to build the city of tomorrow. The main idea is to rethink the modern city with a more creative point of view.

Wednesday, 15 September

Creativity, economy and culture

Morning

9:00 *Conference inauguration*

10:00 **John R. Gold** (Professor of Geography, Oxford Brookes University) and **Margaret M. Gold** (Professor of Art and Heritage Management, London Metropolitan University)

Commerce, transgression and urban culture: interrogating the experience of carnival

11:00 *Coffee break*

11:30 **Lluís Bonet** (Lecturer in Economics, Universitat de Barcelona)

Local competitiveness and governmental support: cross strategies to boost creative industries

12:30 **Nicholas Crosson** (Director of Research, Greater Philadelphia Cultural Alliance)

Politics and pragmatics: economic and populist arguments in cultural advocacy in U.S. cities

Afternoon

16:00 **Montserrat Pareja** (Lecturer in Economics, Universitat de Barcelona)

Making creative cities in Europe: which factors play a key role?

17:00 **Pier Luigi Sacco** (Professor of Economics, Istituto Universitario di Architettura di Venezia)

Local development based in culture: general framework and the case of the Veneto region

Thursday, 16 September

What creativity for intermediate cities and territories?

Morning:

9:00 **Chris Gibbon** (Consultant, BOP Consulting, London)

The creative economy beyond the city centre: a British perspective

10:00 **Mariette Sibertin-Blanc** (Lecturer in Town Planning, Université de Toulouse - Le Mirail)

From culture to creativity: what opportunities are there for small and medium sized cities in France?

11:00 *Coffee break*

11:30 **Ralf Ebert** (Director of STADTart. Lecturer in Town Planning, Technische Universität Dortmund)

Creativity in city development: What makes the difference?

12:30 **Jean-Louis Bonnin**, Cultural Advisor to the mayor of Nantes
Nantes: a creative city? Cultural clusters and the 'quartier de la création' in the territorial economic development

Afternoon:

16:00 *Round table:*

Creativity in intermediate cities. Case studies in Spain:

San Sebastián – **Kepa Korta** (Director-coordinator of the San Sebastián Strategic Plan, Basque Country)

Olot – **Anna Torrent** (Culture Councillor, Olot City Council, Catalonia)

Burgos – **Diego Fernández Malvido** (Culture Councillor, Burgos City Council, Castile and Leon region)

Granollers – **Josep Mayoral** (Mayor of Granollers, Catalonia)

Chair: **Félix Manito** (Fundación Kreanta, Barcelona, Catalonia).

18:30 **Ceremony to grant the 1st Joan Vilagrassa Urban Study Award** to Professor **Francesco Indovina**, of the Istituto Universitario di Architettura di Venezia and of the Facoltà di Architettura di Alghero, followed by a conference given by him.

Friday, 17 September

Creativity and urban regeneration: a critical revision

Morning:

9:30 **Graeme Evans** (Director of Cities Institute, London Metropolitan University)

Creative Cities, Creative Spaces and Urban Policy

10:30 **Francesco Gastaldi** (Researcher in Town Planning, Istituto Universitario di Architettura di Venezia)

Large events and the process of urban regeneration in Genoa

11:30 *Coffee break*

12:00 **Charles Landry** (Founder of Comedia, London)

The art of city making

Afternoon:

16:00 *Round table:*

New perspectives for the creation of urban spaces

Judith Albers (Arquitecturas Colectivas)

Lara Almarcegui (Visual Artist)

Colectivo Basurama, cultural production

Aurora López (Director of town planning 22@, Barcelona)

Chair: **Glòria Picazo** (Director of Centre d'Art la Panera, Lleida)