

**40th Annual Conference of the
Johns Hopkins International Fellows in Urban Studies**

Professor Georges Prevelakis, organizer

**Athens, Greece
June 19-23, 2010**

**URBAN REGENERATION AND CITY BRANDING:
IS MEMORY AN ASSET OR AN OBSTACLE?**

INSTITUTIONAL PARTNERS

Greek Ministry of Culture and Tourism
Museum of the City of Athens
Organization for Planning and Environmental Protection of Athens
Panteion University of Social and Political Sciences of Athens
Chicago Dwellings Association
SD Med Association
Sorbonne (Paris 1) University and UMR Géographie-cités

ATHENS ORGANIZING COMMITTEE:

Kyvelou Stella

President of SDMed, Assistant Professor, Panteion University

Leontidou Lila

Professor and Vice-Dean, Hellenic Open University, former International Fellow in Urban Studies (1986)

Polyzos Yannis

Professor and Vice-Rector, Athens Technical University and
President of the Organization for Planning and Environmental Protection of Athens

Prevelakis Maria

Consultant

Pyrgiotis Yannis

Urban Planner, Secretary General, Ministry of Culture and Tourism

Richardson Clive

Professor and President of the Department of Economics and Regional development of Panteion
University

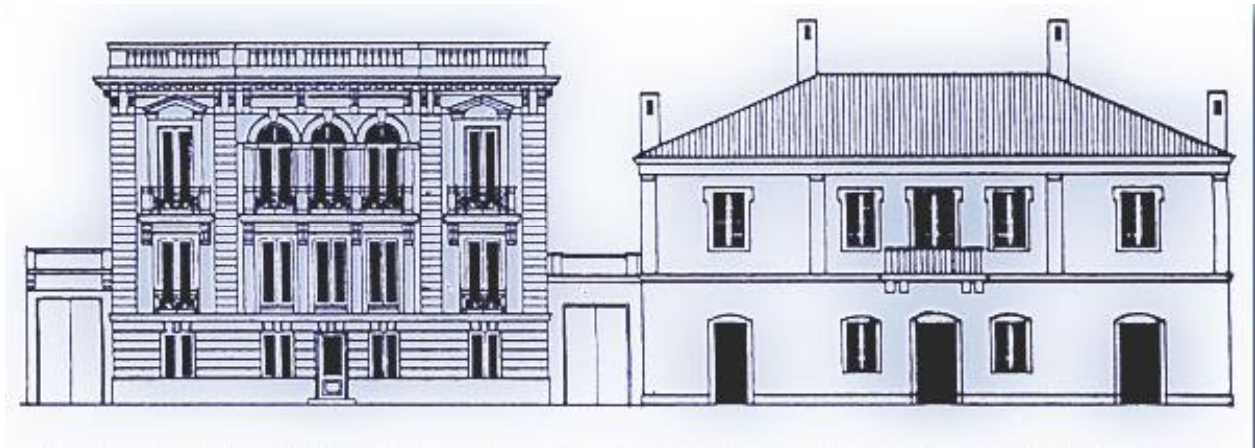
Voyadzis Anthony

President, Museum of the City of Athens

THE MUSEUM OF THE CITY OF ATHENS

(THE VOUROS-EFTAXIAS FOUNDATION)

where the conference will take place



Cities across the globe share the challenges of preserving the past while developing for the future and sustaining -or re-creating- their identities. We will learn how this balancing act plays out in the City of Athens, with its unique combination of modernity and antiquity. Debates about the 19th century city, the unification of archeological sites, the 2004 Olympic games, the new Acropolis museum will provide a dramatic lens for learning about one city's ability to cope with the significant planning, architectural, and environmental issues that must be addressed. How urban and architectural memory has been deleted and the consequences for planning are additional important topics of this conference. Can we identify the correlates if not the causes of the successful balancing of past, present, and future including structures, processes, and the nature of expertise involved in decision making? The exchange of experiences and findings among scholars and practitioners will help to identify the current state of knowledge and to define the frontiers of research on urban regeneration.

SATURDAY, JUNE 19

At the Electra Hotel¹ (5, Ermou Str. 10563 Athens)

6:00-7:00 Registration
7:00-9:00 Welcome dinner and preview of site visits

SUNDAY, JUNE 20**Morning session**

At the Museum of the City of Athens²

9:30-9:45 Welcome by the President of the Museum

9:45-10:00 Welcome by Professor Sandra Newman, Johns Hopkins University and Director, Urban Fellows Program, and Corrado Poli, International Urban Fellows Association Co-President

10:00-11:00 Professor Georges Prevelakis, Professor, Sorbonne (Paris 1) University and UMR Géographie-cités, former International Fellow in Urban Studies (1988)

- *Setting the Context: The Greek Situation and the Role of Athens*

11:00-11:30 Coffee break

11:30-12:30 Setting the Athens Context

Professor Lila Leontidou, Hellenic Open University

- *Athens as a Greek, a European and a Mediterranean City*

Professor Eleni Fessas-Emmanouil, Athens University

- *From Neoclassicism to Modernism: How the Past has been Used to Model the Future in Athens Architecture*

12:30-1:00 Discussion

1:00 – 2:30 Light lunch offered by the Museum and private visit to the Museum

SUNDAY, JUNE 20**Afternoon session**

At the Museum of the City of Athens

2:30-3:30 Yannis Pyrgiotis³

- *Managing the Legacy of Large-Scale Events: The Post-Game*
- *s Utilization of the Athens 2004 Olympic Venues*

3:30-4:00 Coffee break

4:00-5:00 Yannis Pyrgiotis

- *The Projects for the Faliron Coastal Zone in Athens*

Fieldtrip to Faliron

5:00- 5:30 Bus transfer to Faliron Bay

5:30-7:00 Site visit to the Faliron Venues led by Yannis Pyrgiotis

7:00-7:30 Return by Bus to Athens

Dinner on your own

¹ <http://www.electrahotels.gr/electra-hotel-athens/index.html>

² http://www.athenscitymuseum.gr/index_en.html

³ Yannis Pyrgiotis, currently Secretary General of the Ministry of Culture and Tourism, played an important role in the organization of the 2004 Athens Olympic Games. He is actually Secretary General of the Ministry of Culture and Tourism in the new Greek government. His mission is to manage the post-games utilization of the Athens 2004 Olympic venues. His experiences, past and present, cover some of the most important aspects of the conference: how Athens used the theme of “memory” to obtain the Olympic Games, how the Games helped in changing Athens and finally how to cope today with the memory of the 2004 Olympics, especially as it manifests itself on the urban and sub-urban landscape.

MONDAY, JUNE 21**At the Museum of the City of Athens**

9:00-10:00 Opening address by MP **Dimitris Avramopoulos**, former Mayor of Athens, former Minister, President of the “World Institute of Global and Cities’ Diplomacy” Executive President of the “World Union of Olympic Cities”

10:00-11:00 **Keynote Address**

Professor Denise Pumain, Sorbonne (Paris 1) University and UMR Géographie-cités:

Memory, path dependence and urban planning: theoretical connections and policy implications

11:00-11:30 Coffee break

11:30-1:00 **French and Italian Experiences**

Chair: Professor Corrado Poli, Economics and Environmental Ethics, University of Bergamo, former International Fellow in Urban Studies (1979,1986,2007)
Professor Pier Luigi Sacco, Professor, University of Venice

- *Culture and Memory in the Italian City*

Panos Mantziaras Associate Professor, National School of Architecture, Paris-Malaquais and Consultant, French Ministry of Culture and Communication

- *What Role for Memory in the New Greater Paris Strategy?*

Jean Marie Erneq, General Representative of Nord-Pas de Calais, Europe, former International Fellow in Urban Studies (1970)

- *Remembering the Industrial Revolution – Putting an End to the Athens Charter’s Amnesia*

5:00-6:30 **Athens and Istanbul: Key Comparisons**

Chair: Professor Demetrios Issaias, Athens Technical University, former International Fellows in Urban Studies (1982-83)

Professor Ayse Nur Okten, Yildiz University

- *Return to Istanbul: Re-integrating the Memories of an Imperial Capital*

Christos Floros, Architect

- *The Athens Asset of Six Millenniums of Architecture*

Dora Galani⁴

- *The Unification of Archeological Sites Project in Athens: Prestigious Memory in the Service of Urban Regeneration*

6:30-8:30 Roundtable Discussion

Reinvesting in Memory: Revitalizing the Athens Historical Center

Chair: Yannis Michail, President of the Hellenic Society for Environment and Culture

Participants:

- Galani Dora, President and General Manager of the Unification of the Archeological Sites of Athens SA
- Kyvelou Stella, President of SDMed⁵, Assistant Professor, Panteion University
- Leontidou Lila, Professor and Vice-Dean, Hellenic Open University
- Mantziaras Panos, Associate Professor, National School of Architecture, Paris-Malaquais and Consultant, French Ministry of Culture and Communication
- Prevelakis Georges, Professor, Sorbonne University (Paris1) and UMR Géographie-cités
- Pyrgiotis Yannis, Urban Planner, Secretary General, Greek Ministry of Culture and Tourism

⁴ Mrs. Galani is the President and General Manager of the Unification of the Archeological Sites of Athens SA , see : <http://www.astynet.gr/static.php?c=2>

⁵ The SDMed is an Athens based international “think-and-do tank” involved in questions of environment, strategic planning and sustainable development, territorial cohesion and place-based development, with special focus on the Mediterranean region. The SDMed has an important experience in promoting international and decentralized co-operation in the field of sustainable urban development and organizing relevant scientific events in Athens. For more see: <http://www.sdmed.info/en/home>

TUESDAY, JUNE 22

Museum of the City of Athens

9:00-10:30 Fellows Research Roundtable

Chair: Daniel Serra Professor of Management, Universitat Pompeu Fabra, former International Fellow in Urban Studies (1985)

Håkan Forsell, Ph.D., Senior Lecturer, Centre for Urban and Regional Studies, Örebro University, Sweden, former International Fellow in Urban Studies (2008)

- Defining Urban Heritage: assessment criteria and the impact of cultural historical property on urban planning and gentrification processes in Swedish towns

Lukas Smas, Ph.D., Lecturer, Department of Human Geography, Stockholm University, Sweden, former International Fellow in Urban Studies (2009)

- *Both Differences and Similarities: Downtown Revitalization in Baltimore and Stockholm*

Alvaro Arellano-Farias, Principal, Alvaro Arellano Associates, Mexico, former International Fellow in Urban Studies (2000)

- *City Branding Policies and the Role of Neighborhoods in Urban Regeneration: the Mexico City Exploration Study*

11:00-13:00 Discussion about the European policies towards urban development and urban regeneration

Introduction: Stella KYVELOU, Panteion University, Director of ESPON2013 National Contact Point⁶

“The urban dimension through the ESPON Programme”

Discussion with invited Greek colleagues and Urban Fellows.

Participants, discussants :

- Chronis AKRITIDIS, Vice mayor of Athens
- Evangelos LYROUDIAS, President of the SADAS-PEA (Union of Greek Architects)
- Aspa GOSPODINI, Ass.Professor, University of Thessaly, Vice-President, Organisation for the Master Plan Implementation and Environmental Protection of Thessaloniki (tbc)
- Zacharias DEMATHAS, Asst. Professor, Department of Economics and Regional development
- Spyros SPYRIDON, Representative of the Committee of the Regions (tbc)
- Rea ORFANOY, Representative of the Ministry of Economy, Competitiveness and maritime policy

Light lunch offered by Panteion University

5:00-6:00 The Greek economic crisis in perspective

6:00-8:00 Meeting of the International Fellows Association

9:00-11:00 Dinner offered by Panteion University

WEDNESDAY, JUNE 23

Visit of the Athens region by bus under the direction of Georges Prevelakis

⁶ www.espon2013.panteion.gr

