



Congress Theme

Theme and Objectives

Authors are invited to submit case studies and reflections that refer to both theoretical principles and practical experiences. Papers need not to be a “success” story, but they should clearly spell out the background, nature of innovative approaches to the main topics of the Congress. Papers can also present the results and evaluation of experiences in cities that have already overcome this new challenge, and in this way provide lessons for urban planners, politicians and communities. They should stimulate debate during the Parallel Sessions and enable each participant to make a contribution to the overall findings of the Congress.

The Congress will consist of four Parallel Sessions, each of them addressing a particular set of questions.

Parallel Session 1

Strategies

The papers presented in this Session should deal with the main questions which relate the development of the creative economy, the cultural and technological environment, and the urban atmosphere supporting it. As a new driving economic force, an emerging creative economy would need a certain number of pre-conditions which may differ between the developed and the developing world. The reflections about this theme should take account of successful experiences and focus on the need of new local government approaches to deal with this challenge. The aim is to find responses to the following questions:

- How to shape technological advances and transform them into urban opportunities?
- What can we learn from cities that have successfully established “creative clusters”?
- What urban strategies can be developed that will have a sustainable impact on our cities as nodes of creativity and the economy?
- What internal and external interactions are needed to maintain the desired levels of synergy established between cities and their surroundings? And between the economy, culture and technology?
- In a competitive world, how can attractiveness be sustained?
- What does the “creative economy” mean for cities in the developing world? Is a new disparity emerging between developed and developing cities?
- What are the economic and cultural pre-conditions, if any, to develop the concept of a “creative city”?

Parallel Session 2

Organisation of Space and Creation of Cityscape to reflect the Creative Economy

As physical environment for the creative economy, the city should be re-shaped to accommodate new developments associated to with this economic sector. The analysis of successful experiences will be of great assistance in addressing city strategies to that purpose. The papers presented in this Session should reveal those experiences and summarise the lessons that could be exported to different contexts. Some of the questions to be analysed are:

- What strategic projects are cities developing to take advantage of new economic realities?
- Does a good place to live means a good place to work and invest?
- Does the creative sector need a new type of neighbourhood?
- What are the main characteristics an urban space and its social and cultural life should display to attract talents and creative investments?

Parallel Session 3

The Changing Role of the Planning Profession

It seems clear that the role of the planning profession should reflect the new conditions associated with the

development of the urban environment and proficient city management that creative economy imposes. Papers presented in this Session should deal with successful or unsuccessful attempts of adapting current spatial planning methods, or experimenting with new updated methods, approaches, disciplines, instruments and partnerships to improve city management. The kind of questions to respond are:

- What are the implications of these new challenges for the planning profession?
- In what ways will the role of planners in developed and developing cities vary in responding to these challenges?
- What are the major skills needed for planners to act efficiently in this environment?
- What could be the added value of interdisciplinary work made by consultancy firms and the public sector in this domain?

Parallel Session 4

Market Place

The main objective of this session, conceived as an Open Platform, is to present and discuss experiences, projects and studies that are relevant for the planning profession as a whole. The aim is to inform planners and politicians about what are going on all around the world, regarding not only the theme of the Congress, but any issues that planners are facing today. The papers to be presented in this Session should address the lessons that could be learnt from such experiences and how they could lead to further developments of the planning profession and planning practice.