

**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

Museum of the City of Athens
Panteion University of Social and Political Sciences of Athens
Chicago Dwellings Association
SD Med Association
Panthéon-Sorbonne (Paris 1) University
UMR Géographie-cités (CNRS)

ATHENS ORGANIZING COMMITTEE:

Stella Kyvelou

President of SDMed, Assistant Professor, Panteion University

Lila Leontidou

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

Maria Prevelakis

Consultant

Yannis Pyrgiotis

Urban Planner, Secretary General, Ministry of Culture and Tourism

Clive Richardson

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

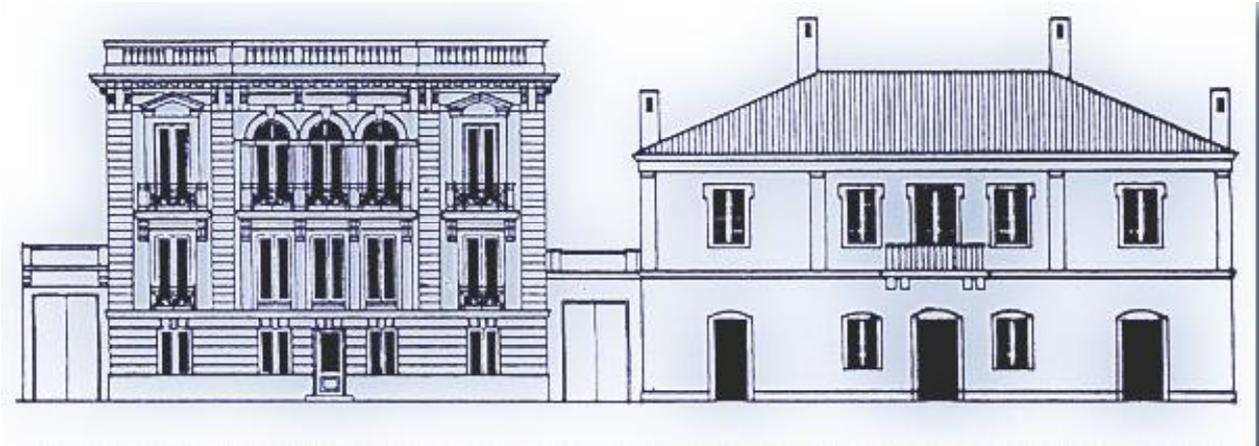
Anthony Voyadzis

President, Museum of the City of Athens

THE MUSEUM OF THE CITY OF ATHENS

(THE VOUIROS-EFTAXIAS FOUNDATION)

the main conference venue



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 Museum of the City of Athens*¹

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 Athens

9:30-9:40 **Welcome** by the President of the Museum
9:40-9:50 **Welcome** by the Rector of Panteion University
9:50-10:05 **Welcome** by Professor Sandra Newman, Johns Hopkins University and Director, Urban Fellows Program, and Corrado Poli, International Urban Fellows Association Co-President, former International Fellow in Urban Studies (1979,1986,2007)
10:05-11:00 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 Pyrgiotis²

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

3:30-4:00 Coffee break

Fieldtrip to Faliron

4:00- 5:30 Bus tour and transfer to Faliron Bay

5:30-7:00 At Faliron Bay:
Yannis Pyrgiotis

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

7:00-7:30 Return by Bus to Athens
Dinner on your own

¹ http://www.athenscitymuseum.gr/index_en.html

² 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

9:00-11:00 Chair: Anthony Voyadzis, President, Museum of the City of Athens

Introductory remarks by Georges Prevelakis

Opening Address

Dimitris Avramopoulos, Member of the Greek Parliament, Executive President of the “World Union of Olympic Cities,” former Mayor of Athens and former Minister

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

11:30-12:30 **Challenging Amnesia**

Chair: Sandra J. Newman, Professor, Johns Hopkins University

Professor Thanos Vlastos, Athens Technical University

- *European Sustainable Mobility Policies as a Tool to Link the Present with the Past*

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*

12:30-1:30 **French and Italian Experiences**

Chair: Professor Corrado Poli, Economics and Environmental Ethics, University of Bergamo

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?*

4:30-6:30 **Athens and Istanbul: Key Comparisons**

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

Christos Floros, Architect

- *The Athens Asset of Six Millenniums of Architecture*

Dora Galani³

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

Professor Ayse Nur Okten, Yildiz University

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

³ 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>

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:

- Dora Galani, President and General Manager of the Unification of the Archeological Sites of Athens SA
- Stella Kyvelou, President of SDMed⁴, Assistant Professor, Panteion University
- Lila Leontidou, Professor and Vice-Dean, Hellenic Open University
- Panos Mantziaras, Associate Professor, National School of Architecture, Paris-Malacouais and Consultant, French Ministry of Culture and Communication
- Yannis Pyrgiotis, Urban Planner, Secretary General, Greek Ministry of Culture and Tourism

9:00

Gala Dinner (invitation at registration)

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)

- *The Evolution of Urban Identity and the Challenges of Branding a Metropolitan Region: The Mexico City Case Study*

11:00-1:00

Discussion about the European policies towards urban development and urban regeneration

Introduction: Stella Kyvelou, Panteion University, Director of ESPON2013 National Contact Point⁵

“The urban dimension through the ESPON Programme and urban regeneration as priority of the Spanish presidency”

Discussion with invited Greek colleagues and Urban Fellows

Among the participants:

- Chronis Akritidis, Vice mayor of Athens
- Evaggelos Lyroudias, President of the Greek Architectural Association
- Spyros Spyridon, Representative of the Committee of the Regions (tbc)
- Ioannis Firbas, Director of EYSSAP, Ministry of Economy, Competitiveness and Maritime policy
- Zacharias Demathas, Asst. Professor, Department of Economics and Regional development

⁴ 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>

⁵ www.espon2013.panteion.gr

Light lunch offered by Panteion University

5:00-6:00 **The Greek Economic Crisis in Perspective. What Consequences for the City?**
Discussion introduced by Greek specialist (s)

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

WEDNESDAY, JUNE 23

10:00-4:00 **Bus Tour of the Athens region**
Guide: Manos Papanikolaou, former director of the Organization for Planning and
Environmental Protection of Athens