Urban Branding Politics in Post-Fordist Cities: The Case of Turin, Italy

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Living Cities, Liveable Spaces: Placemaking & Identity

Valletta 2018 Fourth International Conference
22 – 24 November 2017 Valletta, Malta

Programme

WEDNESDAY 22ND NOVEMBER 2017

16:00  Registration

Opening session - Hope and the City

Moderator: Jonas Büchel, hosted by the Embassy of the Federal Republic of Germany
Rapporteur: Dr Ann Laenen

16:30  Introductions
16:40  Opening address by Jason Micallef, Valletta 2018 Foundation Chairman
16:50  Address by Hon. Dr Deo Debattista, Parliamentary Secretary for Consumer Protection and Valletta 2018
17:00  Serendipity and the Future of the City
      Prof. Dr Sebastian Olma
17:30  Quality of Life in Malta - Some reflections on the impact of the ECoC in 2018
      Dr Marie Briguglio
18:00  Q&A
18:20  Presentation of Valletta 2018 Cultural Programme
      Joanne Attard Mallia, Valletta 2018 Programme Coordinator, and Mario Philip Azzopardi, Artistic Director Special Events
19:00  Conference way forward & end of day 1
20:30  Welcome dinner at the Grandmaster’s Palace
THURSDAY 23RD NOVEMBER 2017

08:30 Registration (continued)

Plenary session - The Other City
Moderator: Caidon Mercieca
Rapporteur: Dr Ann Laenen

09:00 Placemaking Events & Urban Renewal
  Prof. Franco Bianchini
09:30 Sports Accessible for All
  Bjorn Vassallo
10:00 Urban renewal through Mucem
  Mikael Mohamed
10:30 Q&A
10:50 Coffee break
11:20 New participatory urban culture - a case study of Helsinki
  Jaakko Blomberg
11:50 Ġewwa Barra: creatively relating inside and outside
  Dr Victor Jacono
12:20 Bar Europa
  Dr Michele Gerace
12:50 Q&A
13:10 Introduction to Mapping for Change workshop
13:30 Lunch
  La Valette Band Club

15:00 Parallel sessions

Future Cities:

- Mario Balzan – Ecology for the city: analysing the role of green infrastructure in creating liveable cities in the future
- Ido Shelem & Erica Dyson – Branding peripheral communities from the inside-out
- Tugce Karatas – The spirit of utopian optimism for critical urbanism
- Reuben Grima – Comoditising Valletta: private profit & public impoverishment
- Asma Mehan – Urban Branding Politics in Post-Fordist Cities: the case of Turin, Italy
- Nicola Mullenger – Co-making the city

Moderator: Caidon Mercieca
Rapporteur: Carole Pietrzak
Branding a Liveable City:

- Maria Cerreta & Simona Panaro – *Cliento Labscape: a living lab approach for local innovation networks*
- Michele Trimarchi, Federica Antonucci & Valeria Morea – *Invisible art: redrawing the map of contemporary art in Milan*
- Su Fern Hoe – *City as canvas: the policy and practice of creative placemaking in Singapore*
- Tim Steiner & Ricardo Baptista – *Creative orchestras and cultural identity*
- Anna Formosa – *Darba Wa½da…the beginning of a story*

Moderator: Guna Garokalna
Rapporteur: Michael Deguara

Creative Diplomacy:

- Alex Vella Gregory – *City narratives in music*
- Georgios Papaioannou & Sofia Poulimenou – *EU-funded programmes, cultural diplomacy and sustainable international cultural relations; the case of Corfu*
- Nicholas Bertrand – *Chôros*
- Marta Sant – *Knitted communities and soft power*
- Sandra Hall – *Creative, ethical ways of working and engaging grassroots communities in place-making challenges*

Moderator: Prof. Franco Bianchini
Rapporteur: Adrian Debattista

17:00 End of day 2

20:30 Networking activity - bar-hopping in Valletta
FRIDAY 24TH NOVEMBER 2017

09:00 Parallel sessions

Future Cities:

- Yassine Bada & Ismail Chaib – Syntactic study of the impact of enclosure on spatial use and social life in in-between spaces; a case study from Bejaia, Algeria
- Wendy-Jo Mifsud – Public participation GIS in Valletta
- Steve Cassar Montebello – Analysing active mobility through participatory urbanism: understanding bicycle users’ concerns through practical citizen science in Malta
- Meltem Şentürk Asildeveci – Re-reading the image of cities through ICTs
- Giovanni Campus – The soft power of street theatre: local events, rites, rhythms and synchronization of communities

Moderator: Caldon Mercieca
Rapporteur: Adrian Debbattista

Branding a Liveable City:

- Rita Orlando – Open Design School, Matera 2019
- Ruth Bianco – MiCAS: a mechanism to connect worlds, empower art relations and expression in nation branding
- Alissia Razziano – From the industrial to the post-industrial society: Charleroi and Liège, the conversion of two cities through cultural means
- Maureen Cole & Daniel Mercieca – “Fii-Berafi” (In the Open): towards a methodology for children’s involvement in the management of public space
- Oleg Koefoed – Wiring and wilding in Copenhagen – commonizing for urban nature and place-branding with “NaTur I Byen”

Moderator: Guna Garokalna
Rapporteur: Michael Deguara

Challenging Times:

- Pamela Baldacchino, Benna Chase & Ann Laenen – The evolution journey: living with illness and death within society
- JosAnn Cutajar & John Vella – Tensions and relations on the use and exchange of place
- David Mountain & Valmira Istrefi – The intercultural legacy of privatisation and decentralisation: civil society organisations in Struga and southwest Macedonia
- Anna Arvanitaki – Reading Hatto’s diary of Malta with an eye on cities, cultural capitals, challenging times

Moderator: Prof. Franco Bianchini
Rapporteur: Carole Pietrzak
11:00  Coffee break
11:30  Mapping for Change workshop
13:30  Lunch
     La Valette Band Club

15:00  Closing session

Moderator: Jonas Büchel, hosted by the Embassy of the Federal Republic of Germany
Rapporteur: Dr Ann Laenen

15:00  Design & place-branding
     Dr Tricia Austin
15:30  Closing workshop
16:40  Closing remarks by Catherine Tabone, Valletta 2018 Foundation Executive
     Director
16:50  Conclusions
17:00  Tour of the National Museum of Archaeology
20:30  Networking activity - brass band concert