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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: Caldon 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 Gewwa 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 – *Commoditising 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: Caldon 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 Waħda...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 Debattista

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 – *"Fil-Beraħ" (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