



Provincia di Napoli

ACEN

Associazione Costruttori Edili di Napoli



Associazione Nazionale Approdi e Porti Turistici



Camera di Commercio di Napoli

CITY CREATIVITY

SUSTAINABLE CITY AND CREATIVITY

Promoting Creative Urban Initiatives



Università degli Studi di Napoli Federico II
Polo delle Scienze e delle Tecnologie
Dipartimento di Conservazione
dei Beni Architettonici ed Ambientali
with Scuola di Dottorato di Architettura
and Laboratory of Research on City,
Creativity, Sustainability

Naples, 24/26 September 2008

Aula Magna Storica
Università degli Studi di Napoli Federico II
Corso Umberto I



WEDNESDAY, 24TH SEPTEMBER 2008

14.00-16.00_Reception and on site registration

16.00-16.30>Welcome and opening session

Guido Trombetti, Rector of the University of Naples Federico II

Rosa Russo Iervolino, Mayor of Naples

Riccardo Di Palma, President of the Province of Naples

Benedetto Gravagnuolo, Dean of the Faculty of Architecture, University of Naples Federico II

Francesco Forte, Director of the Department of Conservation of Architectural and Environmental Assets, University of Naples Federico II

16.30-18.30_Plenary session 1

Chairman **Luigi Fusco Girard**, University of Naples Federico II

Tuzin Baycan Levent, Istanbul Technical University

Creative cities: context and perspectives

Robert Ayres, Institut Européen d'Administration (INSEAD), Fontainebleau

New creative solutions to revisit scarcity and growth

Corrado Beguinot, Aldo della Rocca Foundation, Rome

Multicultural city and creativity

Adriano Giannola, Banco di Napoli Foundation

What finance for the creative city?

<p>9.00-13.45_Plenary session 2 Chairman Peter Nijkamp, Free University, Amsterdam</p> <p>T.R. Lakshmanan, Center for Transportation Studies, Boston University Entrepreneurial creative clusters in the global economy</p> <p>Peter Daniels, University of Birmingham Fostering the creative city: the role of business and professional services</p> <p>Klaus R. Kunzmann, University of Dortmund The creative city: emerging creative industries in China</p> <p>11.00-11.15_Coffee break</p> <p>Xavier Greffe, University Paris I - Sorbonne Why cultural district matter for creative city</p> <p>Mario Giampietro, Universitat Autònoma de Barcelona Patterns of urban households related to demographic change, immigration and the increase of cost energy</p> <p>Waldemar Ratajczak, Adam Mickiewicz University, Poznań A systems view of urban sustainability and creativity: the vulnerability, resilience and XXQ of cities</p> <p>13.45-14.30_Lunch</p>	<p>14.30-17.00_Parallel sessions</p> <p>A. Urban creative initiatives</p> <p>B. Sustainable planning and urbanization</p> <p>C. Poverty and social disintegration: innovative approaches and tools</p> <p>D. Urban cultural heritage regeneration</p> <p>E. Technological innovations</p> <p>F. Integrated assessments and decision-making processes</p> <p>17.00-17.15_Coffee break</p>	<p>17.15-19.00_Creative cities: good practices Chair Nicholas You, UN-Habitat, Nairobi Co-Chairs Stefano Mocio, Cittaslow International, Orvieto Antonio Saturnino, Formez, Naples</p> <p>Stefano Mocio, Cittaslow International, Orvieto Cittaslow: an international local creative network</p> <p>Renato Paccariè, La Fabbrica del Sole, Arezzo “La Fabbrica del Sole”: the hydrogen project of Arezzo</p> <p>Laura Pighi, Green Building Council Italia, Rovereto Habitech: the technological district of Rovereto</p> <p>Franco Bonanini, The Cinque Terre National Park The Cinque Terre National Park: a creative management model</p> <p>Daniele Filizola, Mayor of Torraca Torraca: the LED City</p> <p>Cristina Garavelli, Mario Cucinella Architects, Bologna The 100,000 euro home: a challenge for a sustainable lifestyle</p>
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FRIDAY, 26TH SEPTEMBER 2008

9.00-13.30_Plenary session 3

Chairman **Francesco Forte**, University of Naples Federico II

Roberto Camagni, Polytechnic of Milan
Building innovative milieu

John Rees, University of North Carolina
Leadership and creativity

Joe Ravetz, University of Manchester
The role of creative culture and innovation for the implementation of sustainable cities: some experiences

11.00-11.15_Coffee break

Emiko Kakiuchi, National Graduate Institute for Policy Studies, Tokyo
Sustainable cities with creativity: theory and practices in Japan

Anna Klingmann, KLINGMANN Architects, New York
Creative brandscape: architecture and urbanism in the experience economy

Henk J. Scholten, Free University, Amsterdam
Geo-ICT and creative-sustainable cities

13.30-14.30_Lunch

14.30-17.00_Parallel sessions

G. Innovative milieu

H. Creative sustainable projects

I. Ports and waterfronts in urban transformations

J. Creativity in evaluation: approaches and tools

K. Evaluations in sustainable planning

L. Tools for urban creative governance

17.00-17.15_Coffee break

17.15-19.00_Final plenary session

Round table

Chairman **Peter Nijkamp**, Free University, Amsterdam

Luigi Fusco Girard, University of Naples Federico II

Emiko Kakiuchi, National Graduate Institute for Policy Studies, Tokyo

Klaus R. Kunzmann, University of Dortmund

T.R. Lakshmanan, Center for Transportation Studies, Boston University

THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>A. Urban creative initiatives Chair Maurizio Carta, University of Palermo Co-Chair Joe Ravetz, University of Manchester</p>	<p>Culture, communications and cooperation: the three Cs of the creative city Maurizio Carta Design tool for making meaning – “Rebuilding the lost communities” on the outskirts of the cities in Serbia Milica Kostreš, Igor Maraš, Jelena Atanacković-Jeličić Creative urban processes in post-communist metropolises: the case of the Poznań metropolitan region Tadeusz Stryjakiewicz, Michał Meczynski Innovating the city: cultural festival and the creative cluster. The new creative force of Dajia Matsu Pilgrimage in Taiwan Min-Chih Yang, Kuo-Wei Hsu, Wen-Liang Chen Experimental practices and local policies: place of artists and community life in developing creative processes in Seine-Saint-Denis (93) – France Marion Aubin The creative city: Paris and the contemporary art Marilena Vecco The creative potential of medium-sized Greek cities: critical reflections on contemporary cultural strategies Dora Konsola, Nicholas Karachalis Creating the city by "Planning 2.0." Ideas, experiences and experimentations from Santu Lussurgiu, Sardinia Anna Uttaro Place-identity, integration and sustainability: exploring the creative city concept Marichela Sepe</p>
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THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>B. Sustainable planning and urbanization Chair Mario Coletta, University of Naples Federico II Co-Chair Tuzin Baycan Levent, Istanbul Technical University</p>	<p>Solutions for semicentralized supply and disposal systems in urban areas: a case study in Hanoi, Vietnam Sophie Schramm, Susanne Bieker</p> <p>From a local city to a creative city: an examination of the case of Taichung City, Taiwan Li-Wei Liu, Pei-Yin Ko</p> <p>The bumpy road to a sustainable creative industries policy: a case study of four European cities Peter Dirksmeier</p> <p>The notion of creative cities in transitional SEE context: city of Belgrade case Žaklina Gligorijević</p> <p>Creativity efforts in a metropolitan context: implementation of smart growth in the San Diego region Claudia Trillo</p> <p>Urbanization in Algeria, policies, tools and actors: the case of Algiers Immacolata Caruso</p> <p>The value of memory in the creative sustainability process Nicola Pagliara</p> <p>Sustainable city and the case of Naples Giacinta Jalongo</p> <p>Prospects of East-West relationship in Southern Italy: creating context for urban and territorial regeneration Francesco Ruocco</p> <p>The everyday transformation of Beijing: youth experience of places Marco Ambrosio</p> <p>Creative logistics and reverse processes in the urban logistics bell Ennio Forte, Lucio Siviero</p> <p>Information and knowledge for citizens' participation for sustainable cities Cinzia Di Fenza</p> <p>Cities, planning and creativity Antonio Troisi</p>
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THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>C. Poverty and social disintegration: innovative approaches and tools Chair Nico Calavita, San Diego State University Co-Chair Debra Mountford, OECD LEED Forum of Development Agencies and Investment Strategies, Paris</p>	<p>West Africa's living traditions: creative struggle in the face of poverty Taymoore Balbaa Creativity, collective action and urban violence: the experience of cultural groups in conflict zones in Rio de Janeiro Rachel Coutinho da Silva Sustainable suburbia: a creative regulation approach to residential development Mohamad Kashef The Cairo case study between urban theories and practices Tiziana Vitolo Creativity as a strategy to recover: learning from Scampia Maria Federica Palestino Peripheries. Inhabiting the post-earthquake city Fabrizia Ippolito Creative urban interventions: a new vision and upgrading of the suburbs Eleonora Giovane di Girasole Creative and knowledge workers ask for sustainability: a case study about Milan from a gender perspective Francesca Zajczyk, Carla Sadini</p>
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THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>D. Urban cultural heritage regeneration Chair Xavier Greffe, University Paris I - Sorbonne Co-Chair Donovan Rypkema, PlaceEconomics, Washington</p>	<p>Artists, heritage buildings, and urban revitalization: strategies for building the creative city Donovan Rypkema</p> <p>Daylight devices for a sustainable heritage architecture Sofia Letelier, Cecilia Wolff Cecchi, Amanda Fuentes</p> <p>Risk map of cultural heritage in urban waterfront Angela Alessandra Badami</p> <p>Liverpool - Napoli. Sites UNESCO in comparison: between good practices and lost opportunities Rosandra Esposito, Margaret Marcigliano, Rosa Pascarella, Wael Shaheen, Marco Sorice</p> <p>Creativity and land evaluation: Herculaneum and Vesuvius territory Emma Buondonno, Claudia Barletta</p> <p>The cultural projects in a modern urban creativity Roberta Esposito</p> <p>From cultural tourism to creative tourism: toward new approaches for local sustainable development Alessio D'Auria</p> <p>Strategies of integrated development in the Campi Flegrei Barbara Scalera</p> <p>Cultural landscape and evaluation processes: UNESCO site Amalfi's coast Marianna D'Angiolo</p>
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THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>E. Technological innovations Chair Francesco Gagliardi, University of Naples Federico II Co-Chair Aliye Ahu Gülümser, Istanbul Technical University</p>	<p>Technological innovation to promote heritage knowledge process Gabriella Caterina, Serena Viola, Paola De Joanna LEED Green Building Rating System Laura Pighi The simulation of development scenarios of housing districts using LCA: a case study Holger König, Maria Lisa De Cristofaro Creativity and energy/technology innovations: towards the sun city Giuliana Langella From face-block to facebook or the other way around? Ileana Apostol, Panayotis Antoniadis, Tridib Banerjee Creative city-makings Maria Prieto Creative city and industrial management: implementing industrial symbioses Francesco Fusco Girard Garbage: threat to opportunity Mejbahuddin Ahmed, Marco Scerbo, Pierangelo Izzo, Margherita Parrilli, Vito Ganga, Ferdinando Coccia GIS technology for analysis of the damage to archaeological and/or architectural heritages Ferdinando Di Martino, Michele Giordano, Annarita Graziato, Salvatore Sessa</p>
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THURSDAY, 25TH SEPTEMBER 2008 _ Parallel sessions

<p>F. Integrated assessments and decision-making processes Chair Saverio Miccoli, University of Rome La Sapienza Co-Chair Maria Cerreta, University of Naples Federico II</p>	<p>Managing local knowledge in communicative planning Chiara Garau, Giancarlo Deplano, Valentina Pavan A model of participated and negotiated governance as a generating tool of shared value for a creative, beautiful and ethics city. The case of historical center of the Mazara of Vallo Maria Rosa Trovato A cognitive/decision-making model of evaluation for ethical urban and building renewal Maria Fiorella Granata From quantitative and qualitative theory to development of a methodology Valentina Pavan, Giancarlo Deplano, Chiara Garau Multiactor evaluation and perspective theory in a study on feasibility of urban development programs. The Society of Urban Transformation in Bari Carmelo Maria Torre Integrated Spatial Assessment: a tool for creative decision-making process in territorial and urban planning Maria Cerreta, Pasquale De Toro Can participatory activities enable creativity in urban planning? An observatory in action approach Grazia Concilio, Adele Celino, Valeria Monno Measuring sustainable development in the knowledge society: supporting the role of civil society organizations Patrizia Lombardi, Ian Cooper</p>
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FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

<p>G. Innovative milieu Chair Anna Klingmann, KLINGMANN Architects, New York Co-Chair Sophie Schramm, Technische Universität Darmstadt</p>	<p>Creatives, creative production, and the creative market Aaron Mo Creative city and global urban net Enrico Falqui, Giorgia Rinallo Urban diversities and creativity Bianca Petrella, Carla de Biase The creativity like opportunity Roberto Aruta Cities as a multicultural creation: the contribution of the cultural diversities to the definition of creative cities Gabriella Esposito De Vita Innovative strategies for planning through intercultural communication: creative cooperation in the Gorizia and Nova Gorica area Alessia Cividin Cultural plurality and the creative city: how multicultural communities can help to build creative and sustainable urban habitat Massimo Clemente The intangible cultural heritage as a manifestation of human creativity Massimo Zupi Sustainable cities and beyond Koffi Anani Ametefe Alovero Cultural “California” Fabrizia Bernasconi, Chiara Ingrosso The suburbs as opportunity spaces of the contemporary city: towards a new and creative approach to the suburb regeneration issues Barbara Lino</p>
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FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

H. Creative sustainable projects

Chair **Gabriella Caterina**, University of Naples Federico II

Co-Chair **Jelena Trkulja**, University of Novi Sad

Built heritage maintenance permanent yard for creative cities

Gabriella Caterina, Serena Viola

A city in flux: creating a new urban identity and promoting sustainable designs

Jelena Trkulja, Milica Kostreš, Igor Maroš

Creativity in urban regeneration: the experience of social housing in Firenze

Roberto Melosi, Marco Toccafondi

Governing creative urban quarters in fringe urban areas

Dimitra Babalis

The creative projects of small public spaces

Erminia d'Alessandro

Creative city in the challenge between earth and world: the art for sustainable development

Benedetta Bottino

Den(c)ity. Reconnection of the network of open spaces as strategy of urban regeneration

Vincenza Santangelo

Urban and rural areas: creative strategies to compete

Alessio D'Auria

The communicated city: metaphors, rhetoric and images in the plans as aesthetic intention and planning line

Giuseppe Guida

Architecture such as creation of space and of space connection

Ilenia Iorio

Built environment active promotion in Montreal: the pedestrianism challenge

Serena Viola

Design urbano e città policulturale: urban syncretic space. A creative project methodology for the sustainable city

Ciro Tufano

FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

<p>I. Ports and waterfronts in urban transformations Chair Lisa Schroeder, Riverlife Task Force, Pittsburgh Co-Chair Paolo Viola, Ingegneri & Architetti Associati, Cernobbio</p>	<p>Santa Catarina international touristic port: recovering a traditional use of the island Lilian Mendonça, Peter Widmer Five early cities in Sicily: cultural resources and urban development in front of water Daniele Ronsivalle Urban renewal of a marina: a case study concerning a coastal area of Southern Sardinia (Italy) Cheti Pira, Federica Isola The evaluation for sustainable development of ports Luigi Fusco Girard, Maria Di Palma The integrated evaluations for a touristic port sustainable management: approaches and strategies Ilaria Salzano The renewal of Naples historic waterfront. Evaluation of three alternative projects: methodological approach Pierluigi Aveta The revival of urban waterfront areas: focus on British and Irish experiences Candida Cuturi</p>
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FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

<p>J. Creativity in evaluation: approaches and tools Chair Pietro Rostirolla, University of Naples L'Orientale Co-Chair Fabiana Forte, Second University of Naples</p>	<p>Impacts evaluation of creative city policies Roberta Arbolino, Pietro Rostirolla Creativity and beauty in the new urban design projects: towards the complex social value Fabiana Forte Creative classes and sustainable urban conservation Domenico Enrico Massimo Sustainability and Locality as Competitive Vehicles for Settlements: A Logistic Regression Analysis of the Most Beautiful Villages in France and Italy Aliye Ahu Gülümser, Tüzin Baycan Levent, Peter Nijkamp The value of creativity and the open city: axiology of the border towns Salvatore Giuffrida Cultural projects, urban transformations and decision processes: the case of the city of Torino Marta Bottero, Giulio Mondini Virtuous creative actions for the urban cities Domenico Tirendi</p>
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FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

<p>K. Evaluations in sustainable planning Chair Giampaolo Marchi, University of Cagliari Co-Chair Pasquale De Toro, University of Naples Federico II</p>	<p>Developing and sustaining creative cities: a sustainability tool for designers, planners and public administrators W. Cecil Steward, Sharon S. B. Kuska Car free city: history and applicability of the idea Vadim Makeev, Nadezhda Eremina, Olga Titova Integrated assessment for mobility management: an application of the AHP multi-criteria method for the traffic urban plan of Battipaglia (Italy) Luigi Biggiero, Pasquale De Toro, Daniele Carfora Measuring accessibility: prescriptions for performance measures of the creative and sustainable city Kevin J. Krizek A livable urban district: restructure of inner cities in Taiwan Chao-Chih Lin, Hsin-Shin Cheng Cultural and creative industrial evaluation in middle Taiwan Kuo-Wei Hsu, Zhi-Yuan Chung The integrated valorization of the Altilia-Sepino archaeological site: an ex ante evaluation of complex alternatives Maria Cerreta, Maria Carmen Fanelli Evaluation in planning: an experimentation at provincial scale Maria Cerreta, Pasquale De Toro, Teresa Vincenti</p>
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FRIDAY, 26TH SEPTEMBER 2008 _ Parallel sessions

<p>L. Tools for urban creative governance Chair Giuliana Di Fiore, University of Naples Federico II Co-Chair Patrizia Riganti, University of Nottingham</p>	<p>Is it difficult to be creative in such cities? Lessons from two regional cities of Thailand Pranom Tansukanun Toward the construction of a world system of sustainable cities according to the Program 21 Judith Del Valle Musso Quintero The un-planned creative city and emerging sustainability: crossroads between education and innovation at Santiago of Chile Luis Valenzuela, Juan Pablo Blanco The gateway cities in the polycentric network of Mediterranean urban places Carmelina Bevilacqua The importance of the “not-so-cool” sectors: creative solutions to reconcile environmental and economic sustainability within a floodplain Derek Antrobus Creative connectivity between research and policy-making to support implementation of urban sustainability Cristina Garzillo Urban planning and climate changes: an international challenge for XXIst century creative urban design Alessandra Fianza Designing and managing the greening of Univers/cities Valentina Anzoise Tools of governance for urban sustainable development: dissemination and implementation in Italy Pierfrancesco Fighera, Alberto Corbino, Antonio Saturnino Creativity and diversity: a reflection on Florida’s index Patrizia Riganti</p>
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