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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



**SUSTAINABLE CITY
AND CREATIVITY**

Promoting Creative Urban Initiatives

Naples, 24/26 September 2008

Aula Magna Storica

Università degli Studi di Napoli Federico II

Corso Umberto I

Wednesday

2-4

14.00_16.00

Reception and on site registration

16.00_16.30

Aula Magna

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

PLENARY SESSION ONE

16.30_18.30

Aula Magna

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

President of the Banco di Napoli Foundation

What finance for the creative city?

Tuesday

25

PLENARY SESSION TWO

9.00_13.45

Aula Magna

Chairman **Peter Nijkamp**

Free University, Amsterdam

T.R. Lakshmanan

Center for Transportation Studies, Boston University

Entrepreneurial creative clusters

in the global economy

Peter Daniels

University of Birmingham

Fostering the creative city: the role of business

and professional services

Klaus R. Kunzmann

University of Dortmund

The creative city: emerging creative

industries in China

11.00_11.15

Coffee Break

Xavier Greffe

University Paris I - Sorbonne

Why cultural district matter for creative city

Mario Giampietro

Universitat Autònoma de Barcelona

Patterns of urban households related

to demographic change, immigration

and the increase of cost energy

Waldemar Ratajczak

Adam Mickiewicz University, Poznan

A systems view of urban sustainability

and creativity: the vulnerability, resilience

and XXO of cities

13.45_14.30

Lunch

PARALLEL SESSIONS

14.30_17.00

- A. Urban creative initiatives**
- B. Sustainable planning and urbanization**
- C. Poverty and social disintegration: innovative approaches and tools**
- D. Urban cultural heritage regeneration**
- E. Technological innovations**
- F. Integrated assessments and decision-making processes**

17.00_17.15

Coffee Break

CREATIVE CITIES SESSION GOOD PRACTICES

17.15_19.00

Aula Magna

Chair **Nicholas You**

UN-Habitat, Nairobi

Co-Chairs **Stefano Mocio**

Cittaslow International, Orvieto

Antonio Saturnino

Formez, Naples

Stefano Mocio

Cittaslow International, Orvieto

Cittaslow: an international local creative network

Renato Paccariè

La Fabbrica del Sole, Arezzo

“La Fabbrica del Sole”: the hydrogen project

of Arezzo

Laura Pighi

Green Building Council Italia, Rovereto

Habitech: the technological district of Rovereto

Franco Bonanini

The Cinque Terre National Park

The Cinque Terre National Park:

a creative management model

Daniele Filizola

Mayor of Torraca

Torraca: the LED City

Cristina Garavelli

Mario Cucinella Architects, Bologna

The 100,000 euro home: a challenge

for a sustainable lifestyle

Friday

26

PLENARY SESSION THREE

9.00_13.30

Aula Magna

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

PARALLEL SESSIONS

14.30_17.00

- 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

FINAL PLENARY SESSION

17.15_19.00

Aula Magna

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

